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Final Report

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

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Executive Summary

Florida Department of Agriculture and Consumer Services
August 2015

Introduction

In 2014, the Travelers Don't Pack a Pest Program reconstructed their website into a more modern, and user-friendly site. After the initial launch a survey was developed and completed by Floridians to gauge their perceptions of the survey and evaluate usability. Changes were made to the website and in 2015, the a second survey was administered nationwide to people 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 newly revised website.

Findings

The key findings of the survey are as follows:

Travel Habits and Preferences

- The Bahamas (47.5%), Puerto Rico (26.8%), Jamaica (24.8%), and United States Virgin Islands (22.7%) were the most popular Caribbean travel destinations.
- Approximately half of the respondents traveled by airplane while the other traveled by cruise ship.
- The majority of respondents agreed or strongly agreed they:
 - Need to declare agricultural items when going through customs (88.5%);
 - Should declare agricultural items as they may contain diseases or pests (84.9%); and
 - Need to declare an item prohibited from entering the U.S. in passenger baggage when going through customs (90%).

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. This finding held true whether a respondent viewed the 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 25 seconds.
- When asked where they would find more information, the Can I Bring It Logo and Airplane 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.
- Respondents using a smartphone or desktop made a decision of where they would go to find information, where to click, and submitted their response in less than 29 seconds. Those using a tablet, made a decision of where they would go to find information, where to click, and submitted their response in 36 seconds. This result indicated respondents on a smartphone or desktop were able to connect where to go with where their eye first went. Those on a tablet 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 (82.1%) 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 could not find the information, there was too much information on page, they found the information to be confusing, and peppers weren't specifically listed as the reasons for their perceived difficulty.
- For the second scenario (knowing whether or not you can bring garlic from Puerto Rico into the U.S.), the majority of participants (83.4%) 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, the page froze on a banana, and that there was too much information as the reasons for their perceived difficulty.
- For the third scenario (knowing whether or not you can bring pork from Mexico into the U.S.), less than half of respondents (41.3%) were able to find that 'No, pork from Mexico is prohibited from entering the U.S. in passenger baggage'.
- While working through the third scenario respondents indicated the search bar would not recognize the word pork specifically, 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 (78.4%), liked the format of the website (81.4%), and liked the images on the website (78.1%). Also, 85.1% of respondents found the website easy to navigate.
- Respondents thought the information on the website was useful when traveling (90.7%), the information on the website was easy to understand (85.5%), the information on the website was interesting (82.6%), and the information on the website was of high quality (83.7%).
- Most of the respondents saw or clicked on Can I Bring It (average 88.1%) while videos, know before you go, why you should be concerned, and links to other websites and travel guidelines were clicked fewer times by respondents.

Branding of Don't Pack a Pest

- The majority of respondents (67.1%) had not seen the promotional materials before taking the survey.
- Of the respondents, 57% reported they believed the website had a similar look and feel to the promotional materials when they were presented.

Open Ended Responses

When asked if they had suggestions for declaring agricultural items that were not on the website they felt would be helpful, respondents said:

- A chart that outlines the categories of items using check's and x's, rather than just text.
- A mobile app.
- A toll free number being available or additional way to speak to someone if items are not listed in database would be helpful.
- Creating a list of items in addition to the searchable database.
- Making the information presented on the Can I Bring It Page clearer and simpler 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 related items, pets, 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 both the airports and seaports within these countries.
- Respondents indicated they traveled to the Caribbean by airport and cruise ship. In order to target each audience more effectively, Don't Pack a Pest personnel should place campaign and promotional materials on cruise ships that travel from the United States, as well as passing out on the airplane. Suggestions include developing handouts to be given as travelers depart the plane, check into their rooms, and have promotional materials on the cruise ships as travelers come back on board from each stop.
- 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.

Scenario Questions

- The results from the scenarios indicated the majority of the respondents were able to find peppers and garlic. However, almost half of the respondents had more difficulty finding information on pork.
- 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 or the search function altered to ensure that items are recognized even if they are not put in the exact way the site was intended to accept.
- 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 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.
- 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.
- 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.

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 launched in the summer of 2014. Based on feedback from an earlier study, the website was adjusted. In 2015, an online survey was distributed nationwide to US residents who were planning to or had traveled to the Caribbean. Based on the 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 June 2015, an online survey was distributed nationwide to U.S. 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 U.S. residents, age 18 or older, resulting in 1,030 completed responses. To ensure the respondents were representative of the U.S. population according to the 2010 U.S. Census (seen in Table 1), the data were screened to balance their geographic location, 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 1,030 respondents including 47.3% males and 52.7% females. Of the respondents, 11.1% considered themselves to be Hispanic, and the majority of respondents considered themselves to be white (76.9%), followed by African American or Black (16.3%), Asian or Pacific Islander (6.4%), Native American or Alaska Native (1.1%), and Other (1.2%). Respondents who considered themselves other indicated their race as Caribbean, Hispanic, Mexican, Mixed, and Puerto Rican. The largest percentage of respondents reported an age of 25-34 (19.2%), followed by 45-54 (17.9%), 35-44 (17.6%), 55-64 (17.2%), 65+ (15.8%) and 18-24 (12.3%). A four-year college degree was reported by the most respondents (36.6%), followed by graduate or professional degree (21.5%), some college, no degree (20.8%), and two-year college degree (9.7%). Over one fourth of the respondents reported earning an annual household income of more than \$100,000, 10.9% earned \$50,000 - \$59,000, and 9.4% earned less than \$30,000.

Table 1. Demographic Characteristics of the Respondents

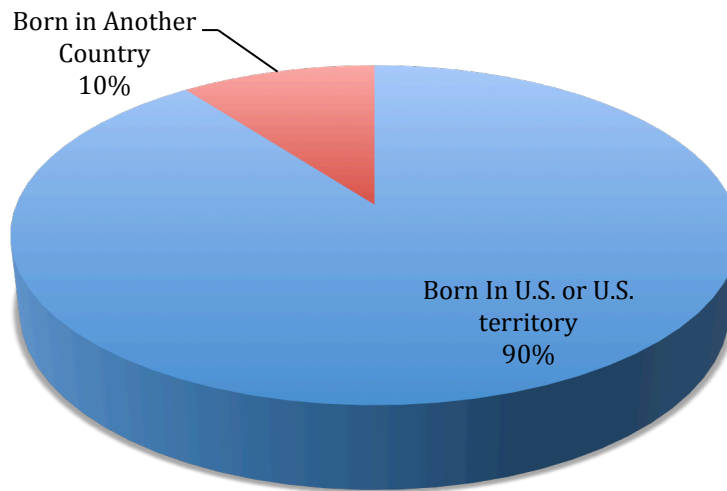
Demographic Category	Frequency	Percentage (%)
Gender		
Female	543	52.7
Male	487	47.3
Race and Ethnicity		
White	792	76.9
African American or Black	168	16.3
Asian or Pacific Islander	66	6.4
Native American or Alaska Native	11	1.1
Other	12	1.2
Age		
18-24	127	12.3
25-34	198	19.2
35-44	181	17.6
45-54	184	17.9
55-64	177	17.2
65+	163	15.8
Highest Level of Education		
Less than 12 th Grade	2	0.2
High School Graduate (Includes GED)	116	11.3
Some College, No Degree	214	20.8
Two-Year College Degree	100	9.7
Four-Year College Degree	377	36.6
Graduate or Professional Degree	221	21.5
Annual Household Income		
Less than \$30,000	97	9.4
\$30,000 - \$39,999	87	8.4
\$40,000 - \$49,999	72	7.0
\$50,000 - \$59,999	112	10.9
\$60,000 - \$69,999	96	9.3

\$70,000 - \$79,999	96	9.3
\$80,000 - \$89,999	74	7.2
\$90,000 - \$99,999	80	7.8
More than \$100,000	282	27.4
Prefer Not to Answer	34	3.3

Location of Birth

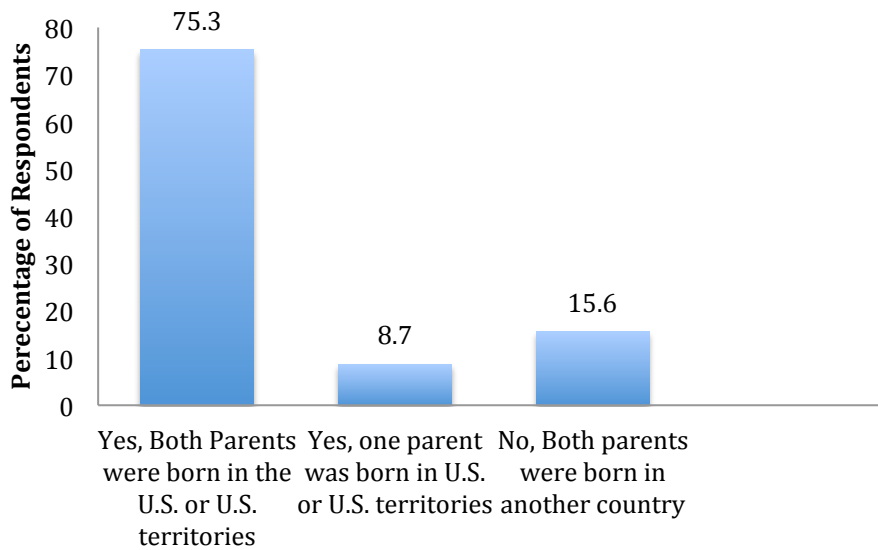
Respondents were asked whether they were born outside the U.S. or inside the U.S. (or a U.S. territory). The majority of respondents (89.7%) were born in the U.S. or a U.S. Territory.

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). Seven hundred and seventy six respondents indicated both of their parents were born in the U.S. or a U.S. territory (75.3%). Of the remaining respondents, 15.6% reported both parents were born in another country, and 8.7% reported one parent was born in another country. Respondents had parents from Antiqua, Argentina, Armenia, Austria, Bangladesh, Belgium, Burma, Canada, Chile, China, Columbia, Costa Rica, Cuba, Denmark, Dominica, Dominican Republic, England, Ecuador, France, Germany, Ghana, Greece, Guyana, Haiti, Honduras, Hungary, India, Ireland, Italy, Jamaica, Japan, Korea, Lebanon, Laos, Libya, Lithuania, Macedonia, Mexico, Moldova, Nigeria, Nicaragua, Norway, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Scotland, Sicily, South Korea, Spain, Sweden, Tanzania, Trinidad and Tobago,, Ukraine, United Arab Emirates, Venezuela, Vietnam, and Yugoslavia.

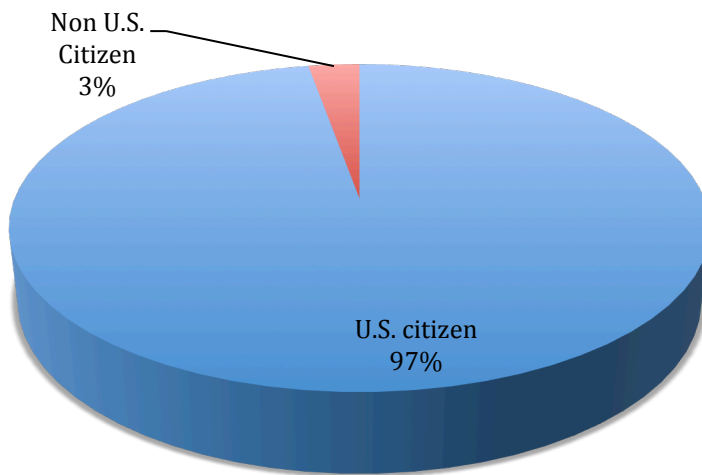
Figure 2. Location of parents' birth



Citizenship Status

Of the respondents, 98% reported they were U.S. Citizens and 2% reported they were not U.S. Citizens.

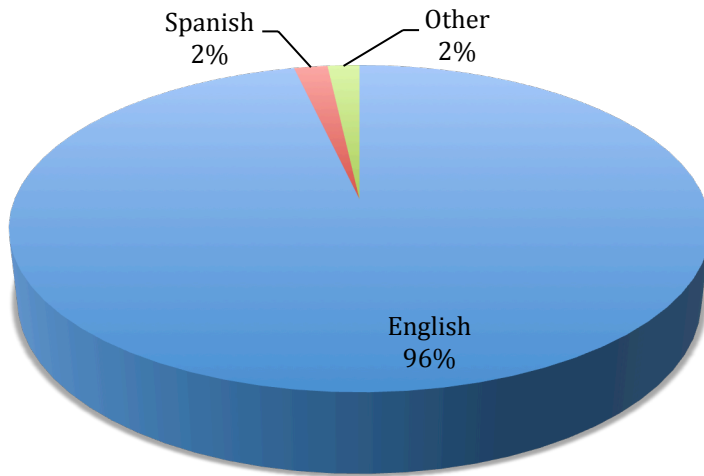
Figure 3. Citizenship status



Languages Spoken

Three 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: Afrikaans, Cantonese, Cherokee, Both English and Spanish, Both English and Burmese, Creole, Gujarati, Korean, Nepalese, Punjabi, Russian, Spanish, Urdu, and Vietnamese.

Figure 4. Primary Household Language



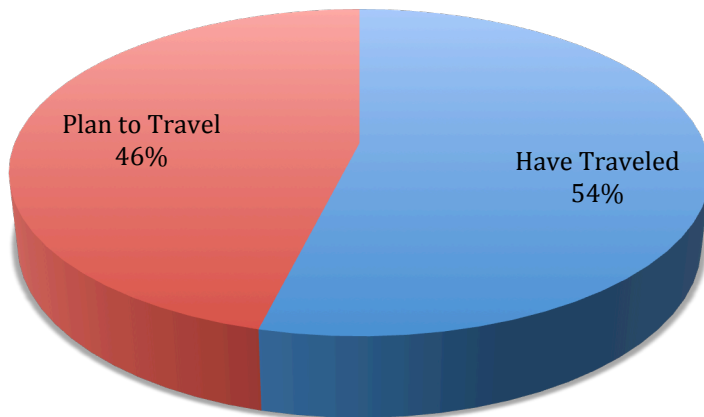
Travel Preferences

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, 53.9% traveled to the Caribbean in the last three years while 46.1% 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 (25.1%), Puerto Rico (14.6%), Jamaica (13.4%), and Dominican Republic (11.3%) were the most popular destinations for participants who had visited the Caribbean in the last three years. Whereas, the Bahamas (22.5%), Puerto Rico (12.1%) and the United States Virgin Islands (11.8%) were the most 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> = 1,947)		Plan to Visit (<i>n</i> = 1,580)		Total	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Bahamas	258	25.1	232	22.5	490	13.9
Puerto Rico	151	14.6	125	12.1	276	7.8
Jamaica	138	13.4	117	11.3	255	7.2
United States Virgin Island	112	10.9	122	11.8	234	6.6
Dominican Republic	117	11.3	70	6.8	187	5.3
Aruba	102	9.9	85	8.2	187	5.3
Bermuda	86	8.3	82	8	168	4.8
Cayman Islands	103	10	60	5.8	163	4.6
St. Maartin	84	8.1	53	5.1	137	3.9
Barbados	74	7.2	55	5.3	129	3.7
British Virgin Islands	56	5.4	67	6.5	123	3.5
St. Martin	64	6.2	57	5.5	121	3.4
Belize	57	5.5	51	4.9	108	3.1
St. Lucia	56	5.4	44	4.3	100	2.8
Turks and Caicos	39	3.8	51	4.9	90	2.6
Cuba	30	2.9	51	4.9	81	2.3
Panama	47	4.6	30	3.9	77	2.2
Antigua and Barbuda	41	4	30	2.9	71	2.0
Haiti	48	4.7	21	2	69	2.0
Curacao	43	4.2	19	1.8	62	1.8
Trinidad and Tobago	31	3	29	2.8	60	1.7
St. Kitts and Nevis	38	3.7	21	2	59	1.7
Martinique	27	2.6	23	2.2	50	1.4
Dominica	28	2.7	16	1.6	44	1.2
Anguilla	24	2.3	12	1.2	36	1.0
St. Vincent and Grenadines	12	1.2	16	1.6	28	0.8
Grenada	21	2	6	0.6	27	0.8
Bonaire	17	1.6	8	0.8	25	0.7
Guadeloupe	15	1.5	8	0.8	23	0.7
Montserrat	8	0.8	8	0.6	16	0.5
Suriname	8	0.8	4	0.4	12	0.3
St. Eustatius	6	0.6	6	0.6	12	0.3
Saba	6	0.6	1	0.1	7	0.2

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%).

Figure 6. Travel Habits

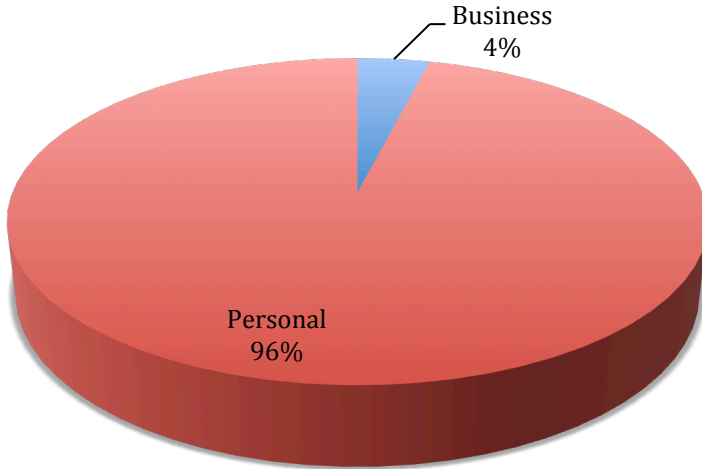
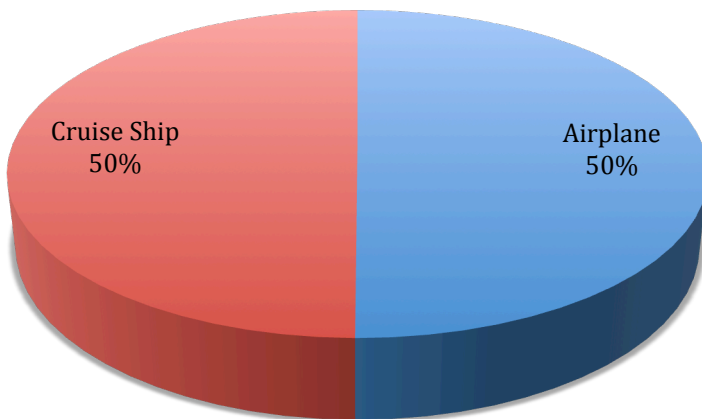


Figure 7. Mode of Transportation

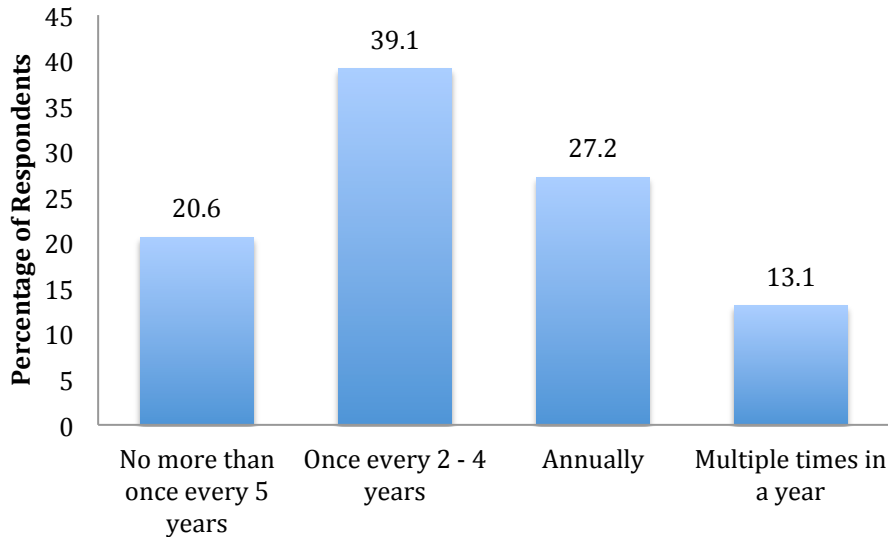
Travel habits also included how a respondent traveled to the Caribbean. Forty-nine percent traveled to the Caribbean on a cruise ship, while others used an airplane (49.7%).



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 (39.1%) followed by annually (27.2%), and no more than once every 5 years (20.6%).

Figure 8. Frequency of Travel



Declaration of Agricultural Items

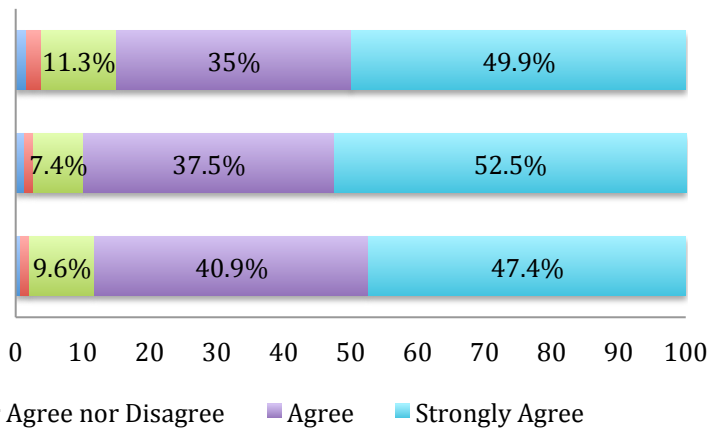
Respondents were asked to indicate their level of agreement with three statements about declaring agricultural items when traveling through customs. More than half of the respondents indicated they agreed or strongly agreed agricultural items should be declared in each of the three questions: When an item is subject to inspection, I have to declare it when going through customs (88.9%); I think that I should declare agricultural items as they may contain diseases or pests (84.9%); and when an item is prohibited from entering the U.S. in passenger baggage, I have to declare it when going through customs (90%).

Figure 9. Declaration of Agricultural Items

I think that I should declare agricultural items as they may contain harmful pests and diseases.

When an item is prohibited from entering the U.S. in passenger baggage, I have to declare it when going through customs.

When an item is subject to inspection, I have to declare it when going through customs.



Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

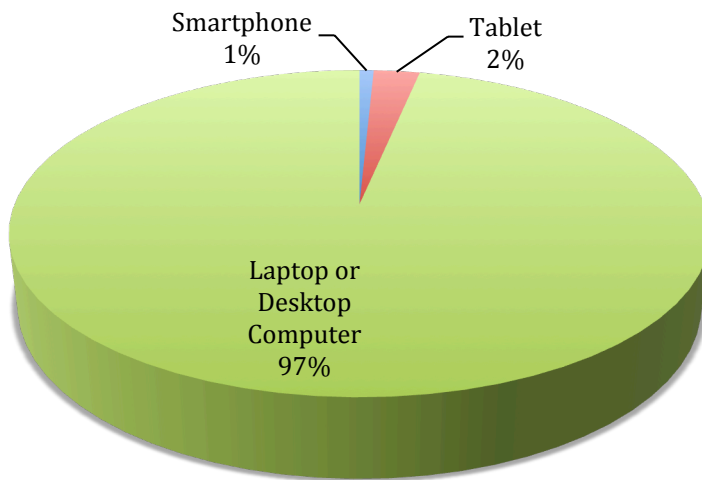
Website Mapping

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 (96.7%). The other respondents completed the survey on a tablet (2.5%) and on a mobile device (0.8%).

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, 100% of participants clicked on the Plane/Can I Bring it tab.

According to tablet homepage heat map, 73% of respondents clicked on the Can I Bring It/Plane tab. Additional respondents noted the Don't Pack a Pest Logo (15%), Why You should be Concerned (8%), and the Industry Alert (4%).

According to the desktop homepage heat map, majority of the respondents clicked on the Plane (82%) and the Can I Bring It (68%), these numbers reflect duplicated clicks. Additionally, respondents click on Why you should be concerned (11%) area.

Table 3. Homepage Screen Shot: Clicks per Location

Region	Mobile		Tablet		Desktop	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Alert			1	4%	4	0%
Don't Pack a Pest Logo (Header)			4	15%	71	7%
Plane/ Can I Bring It	8	100%	19	73%	814	82%
Why You Should Be Concerned			2	8%	105	11%
Search					2	0%
Other					1	0%
Total	8	100%	26	100%	997	100%

Figure 11. Mobile Homepage Screenshot Heat Map

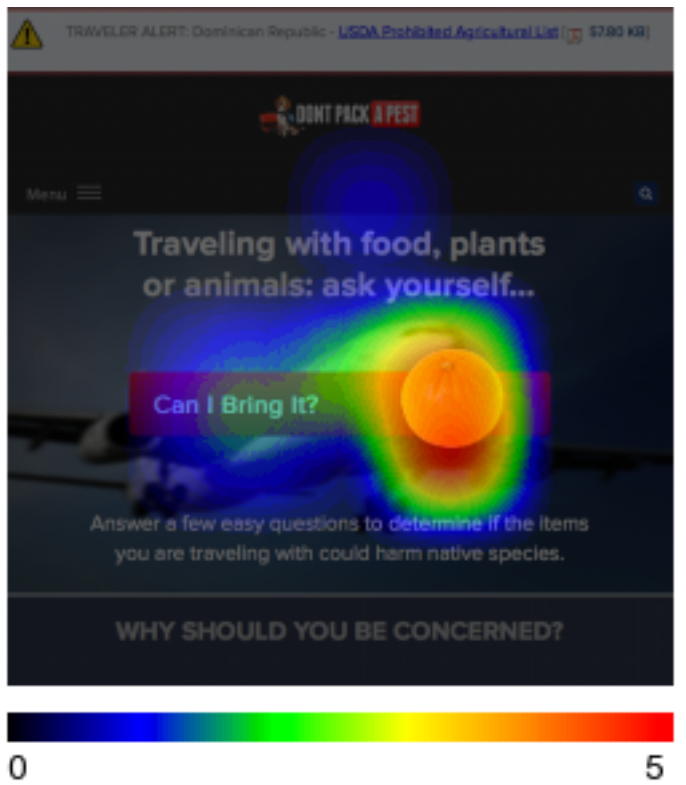


Figure 12. Tablet Homepage Screenshot Heat Map

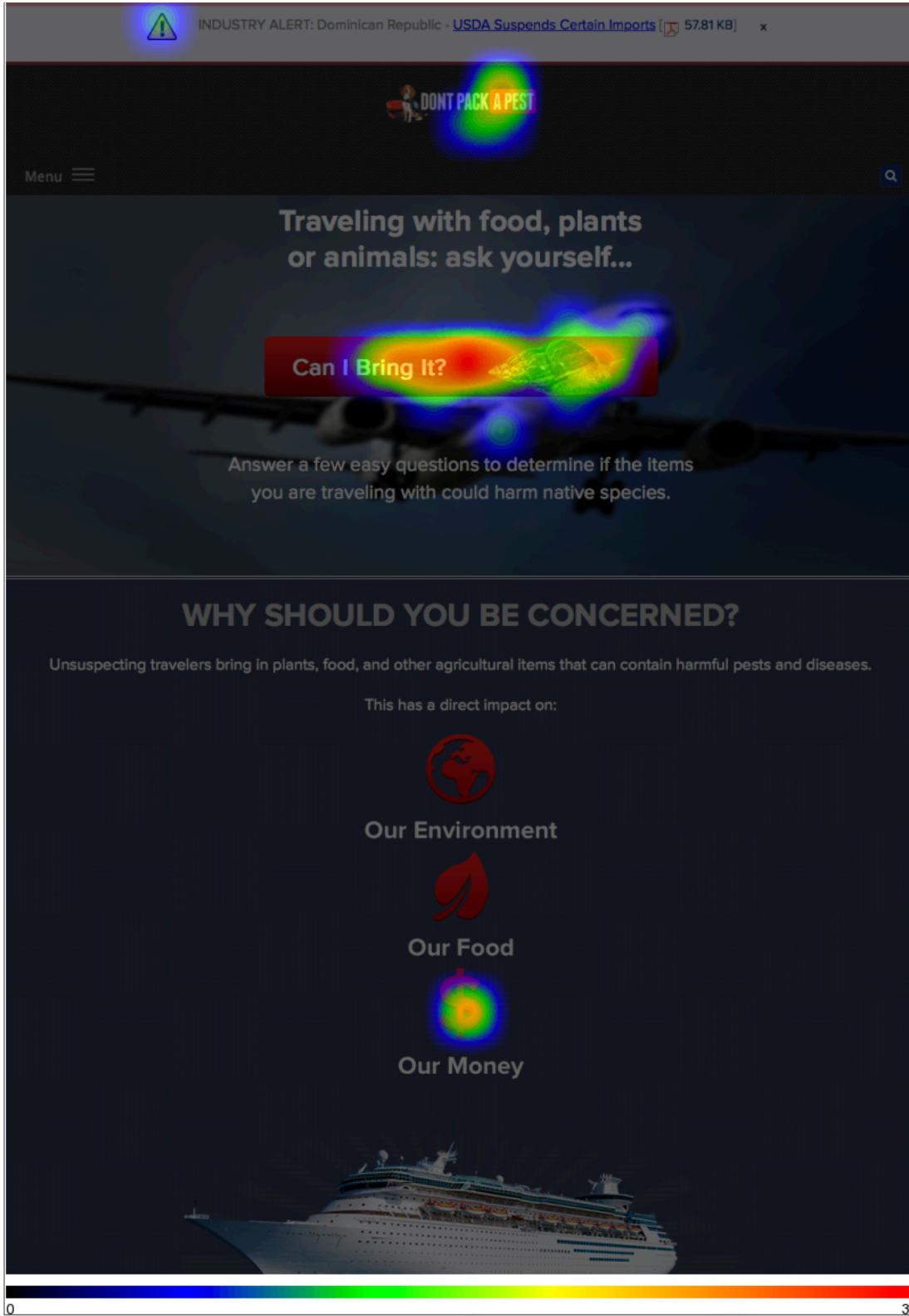
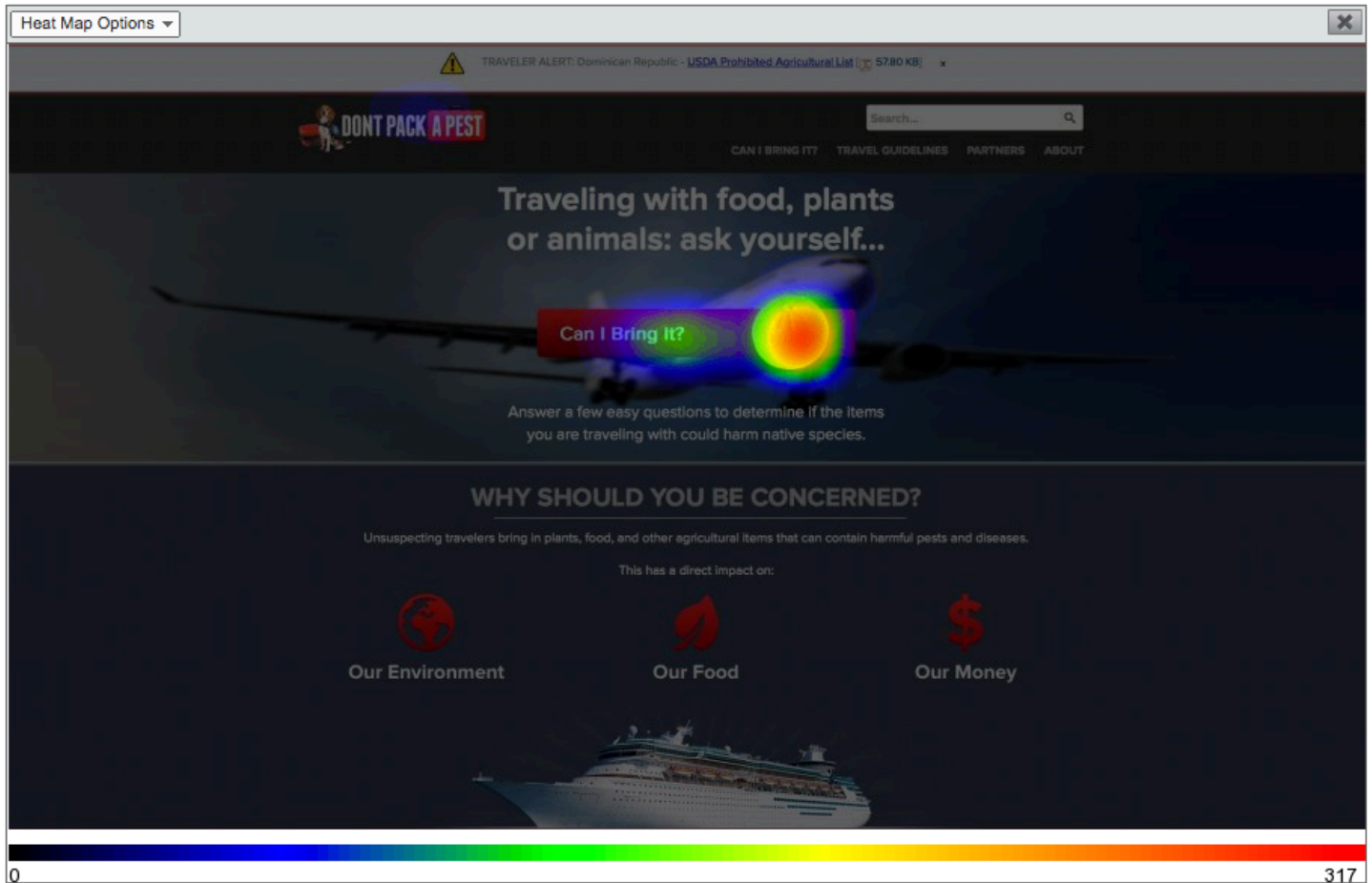


Figure 13. Desktop Homepage Screenshot Heat Map



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 23.24 seconds to submit the page. The first click had a mean of 16.32 seconds and the second click took an average of 24.09 seconds. Additionally, the mean amount of clicks respondents made on this page was 2.50.

In the tablet version, respondents took an average of 36.61 seconds to submit the page. The first click had a mean of 30.41 seconds and the second click took an average of 33.89 seconds. Additionally, the mean amount of clicks respondents made on this page was 2.13.

In the desktop version, respondents took an average of 26.18 seconds to submit the page. The first click had a mean of 18.18 seconds and the second click took an average of 19.71 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.31.

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

	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
Mobile				
First Click	1.89	69.38	16.32	22.45
Second Click	6.02	75.48	24.09	23.20
Page Submit	6.60	81.89	23.24	25.15
Click Count	2.00	4.00	2.50	.75
Tablet				
First Click	1.61	150.75	30.41	49.65
Second Click	1.61	152.64	33.89	49.68
Page Submit	3.86	155.49	36.61	50.08
Click Count	1.00	5.00	2.13	1.36
Desktop				
First Click	.75	156.24	18.18	32.27
Second Click	.75	164.43	19.71	34.17
Page Submit	5.26	169.74	26.18	33.62
Click Count	1.00	4.00	1.31	.74

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 the majority of the respondents clicked on the Plane Area/The Can I Bring It tab (37%). Additionally, respondents indicated the Can I Bring it (Footer) (25%) as a place to find more information.

According to the tablet information heat map, respondents clicked on the Plane/Can I bring it Tab (35%). People also indicated Can I Bring it Footer (19%), and Know Before you Go (19%).

According to the desktop information heat map, the majority of respondents indicated the Plane /Can I Bring It tab (39%). Respondents also indicated the Why Should you Be Concerned (18%), Know Before You Go (14%), and Meet Linus (12%) as places they would go to look for information.

Table 5. Information Screen Shot: Clicks per Location

Region	Total Clicks	Mobile		Tablet		Desktop	
		<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Can I Bring It/Plane Area	398	3	37	9	35	386	39
Why Should You be Concerned	182	1	13	2	8	179	18
Know Before You Go	147			5	19	142	14
Meet Linus	124	1	13	3	12	120	12
Can I Bring It (Bottom Logo)	66	2	25	5	19	59	6
Header	64	1	13	1	4	62	6
Drop Down Menu	40			1	4	39	4
Search	9					9	1
Alert	1					1	

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 28.64 seconds to submit the page. The first click had a mean of 16.79 seconds and the second click took an average of 21.91 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.64

In the tablet version, Respondents took an average of 21.79 seconds to submit the page. The first click had a mean of 14.40 seconds and the second click took an average of 16.65 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.53.

In the desktop version, respondents took an average of 21.79 seconds to submit the page. The first click had a mean of 15.45 seconds and the second click took an average of 19.89 seconds. Additionally, the mean amount of clicks respondents made on this page was 1.46.

Table 6. Information Screen Shot: Clicks per Location

	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
Mobile				
First Click	.00	44.79	16.79	13.73
Second Click	.00	96.26	21.91	20.52
Page Submit	5.60	100.31	28.64	19.83
Click Count	.00	7.00	1.64	1.47
Tablet				
First Click	.00	1165.50	14.40	42.90
Second Click	.00	1165.50	16.65	43.32
Page Submit	2.18	1174.84	21.79	43.95
Click Count	.00	10.00	1.53	1.09
Desktop				
First Click	.00	476.12	15.45	27.81
Second Click	.00	646.82	19.89	39.48
Page Submit	1.01	652.13	26.88	40.91
Click Count	.00	19.00	1.46	1.96

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

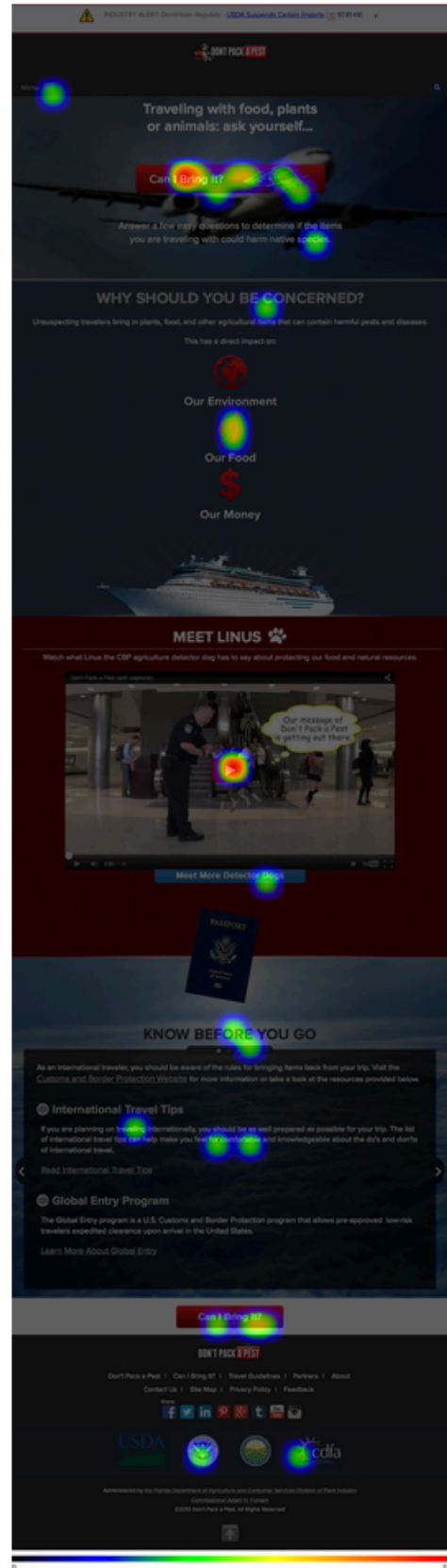
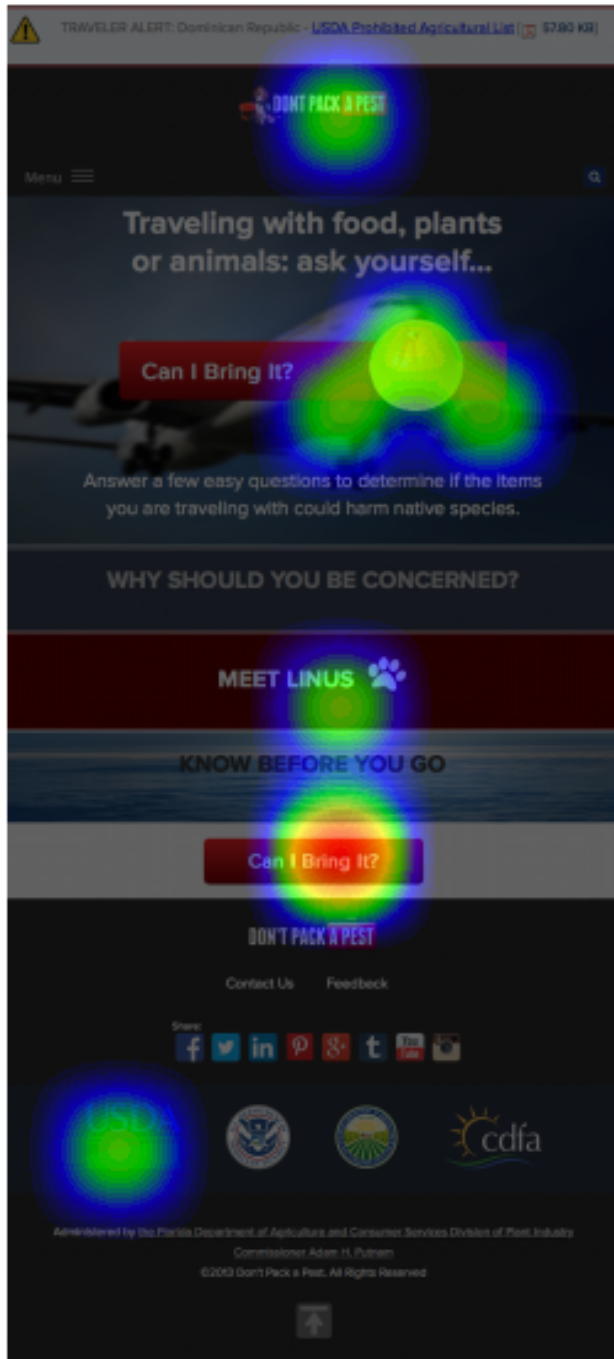
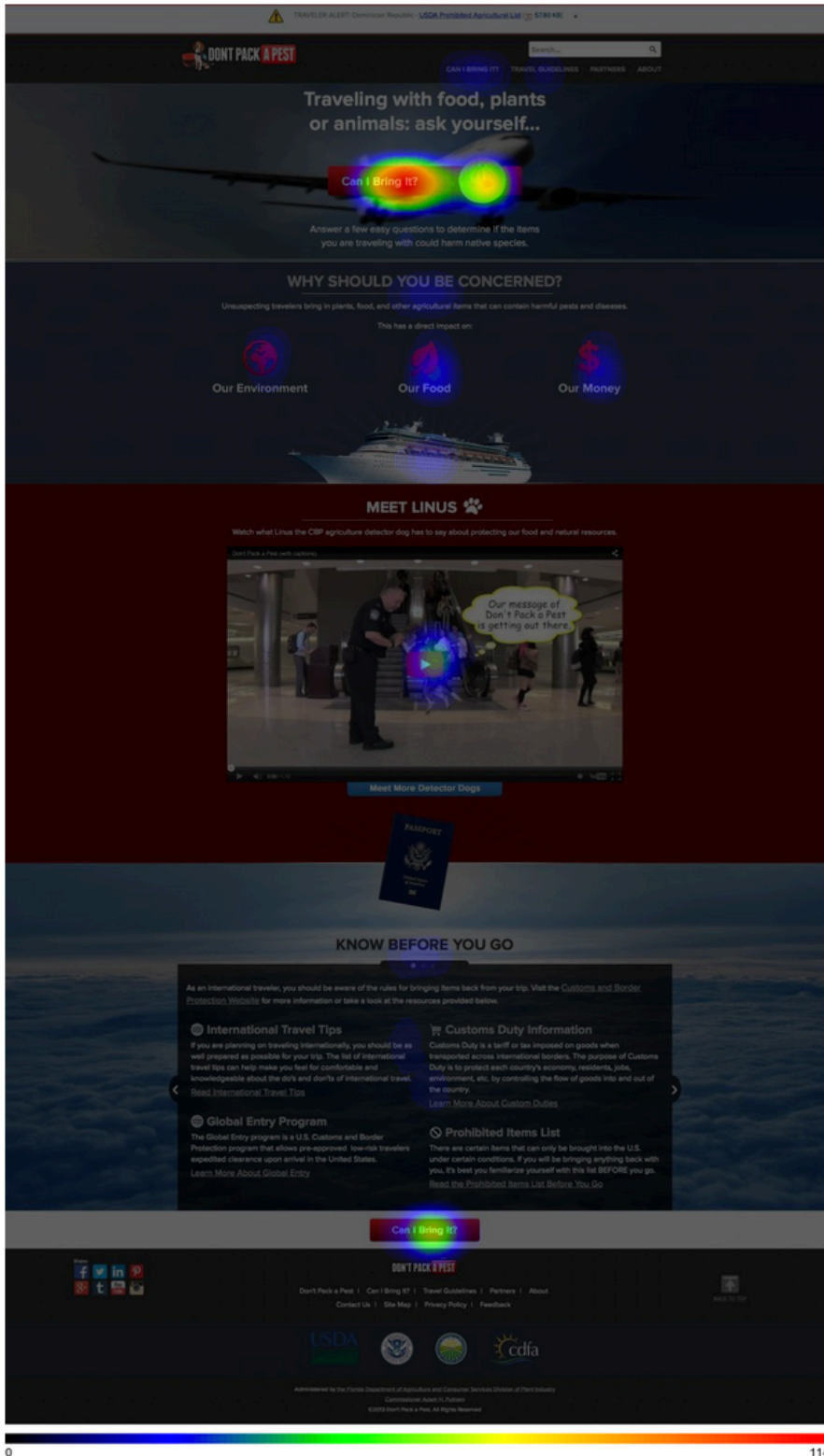


Figure 16. Desktop Information Screenshot Heat Map



Website Scenarios

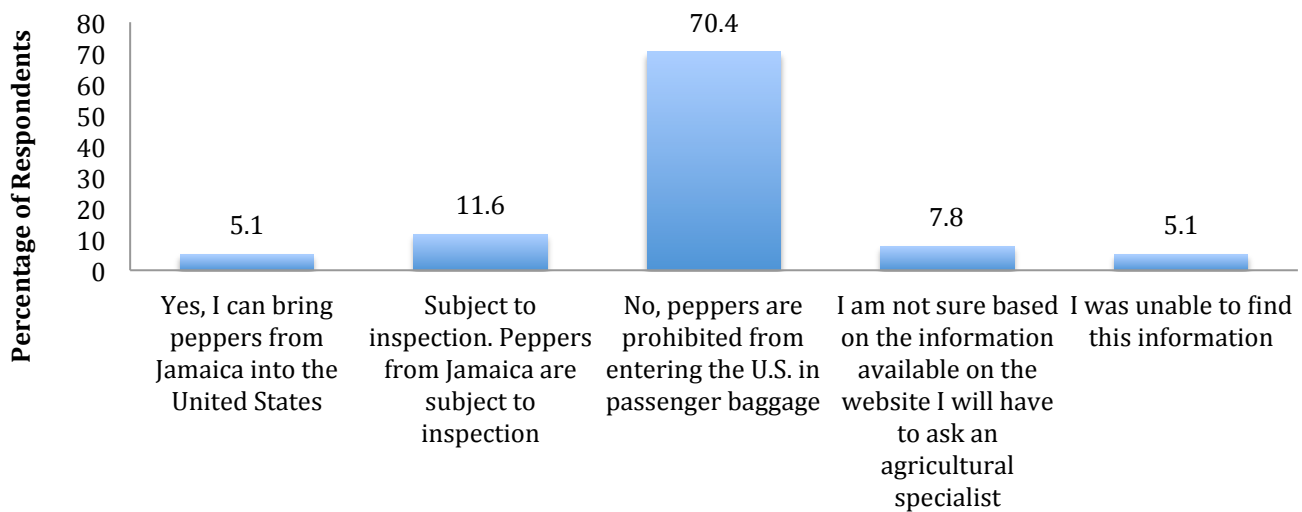
Respondents were asked to take part in three website scenarios (easy, medium, and hard). To complete the scenarios, respondents looked for specific information on the website. After they found the information, respondents were asked questions about their experience.

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 (70.4%) 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

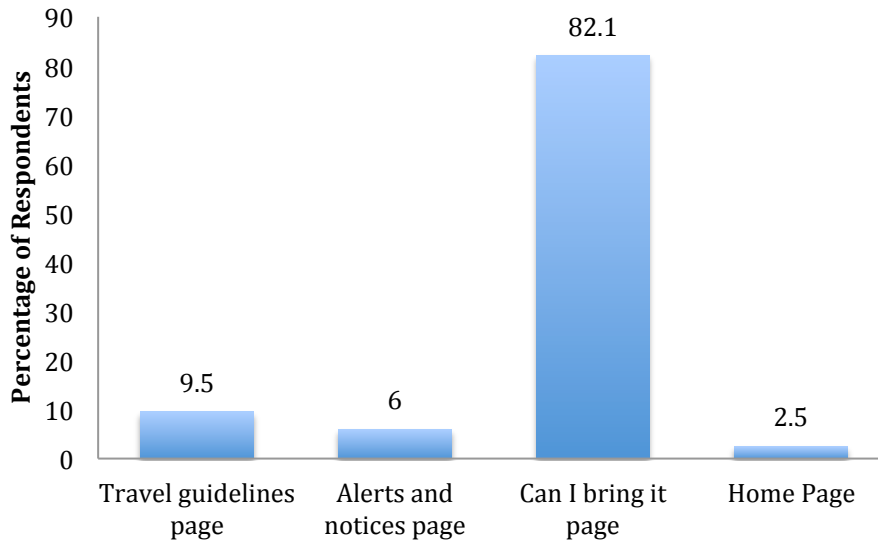
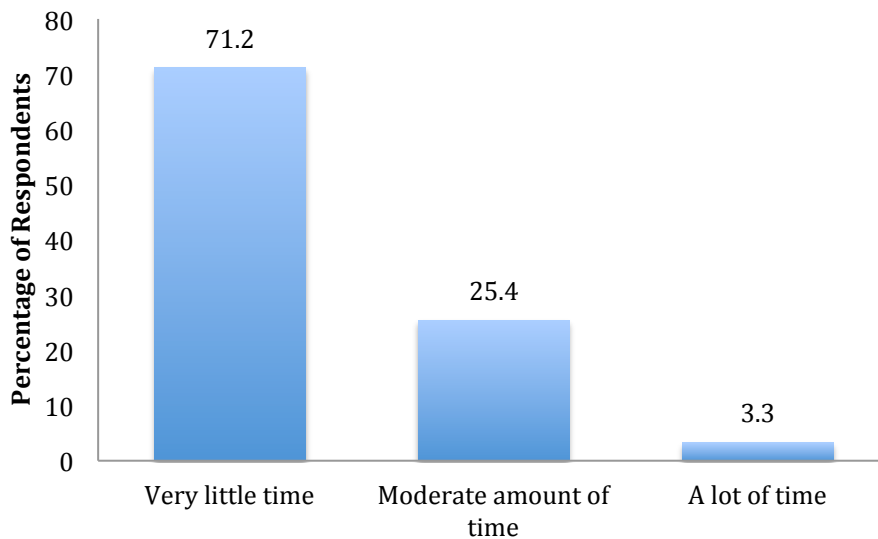
The amount of time it took the respondents to submit their answer (page submit) was recorded in seconds. The mean time to submit the page was 91.22 seconds.

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

	Minimum	Maximum	M	SD
Page Submit	-51	4650.81	94.44	188.24

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 ($n = 897$). Most of the respondents indicated they found the information on the Can I Bring It page (82.1%). Additionally, most of the respondents found the information in very little time (71.2%).

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 1.82 ($SD = 1.19$) indicating most of them found the experience easy. The mean attitude of respondents finding the experience pleasant versus unpleasant was 1.86 ($SD = 1.02$) indicating most of them found the experience pleasant. The mean attitude of respondents finding the experience slow versus fast was 4.02 ($SD = 1.13$) 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	1.82	1.19
Pleasant: Unpleasant	1.86	1.02
Slow: Fast	4.02	1.13

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 1.89 ($SD = 1.24$) 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 4.16 ($SD = 1.11$) indicating most respondents thought the information was complete. The mean attitude of respondents towards the information being hard versus easy to understand was 4.27 ($SD = 1.02$) indicating most respondents felt the information was easy to understand.

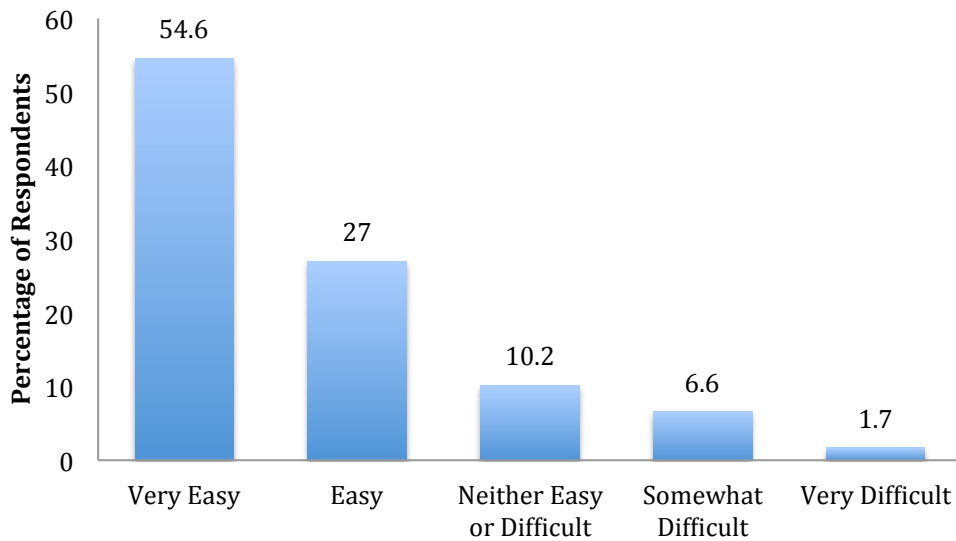
Table 9. Means of Attitudes Toward Information about Peppers from Jamaica

Found the information presented on the website to be:	<i>M</i>	<i>SD</i>
Simple: Complex	1.89	1.24
Not Complete: Complete	4.16	1.11
Hard to understand: Easy to understand	4.27	1.02

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 (54.6%) and somewhat easy (27%). However, some respondents (1.7%) reported it was very difficult. Respondents who indicated the information was difficult to find reported they could not find the information, they found the information to be confusing, and that peppers were not specifically listed.

Figure 20. Ease Finding the Information

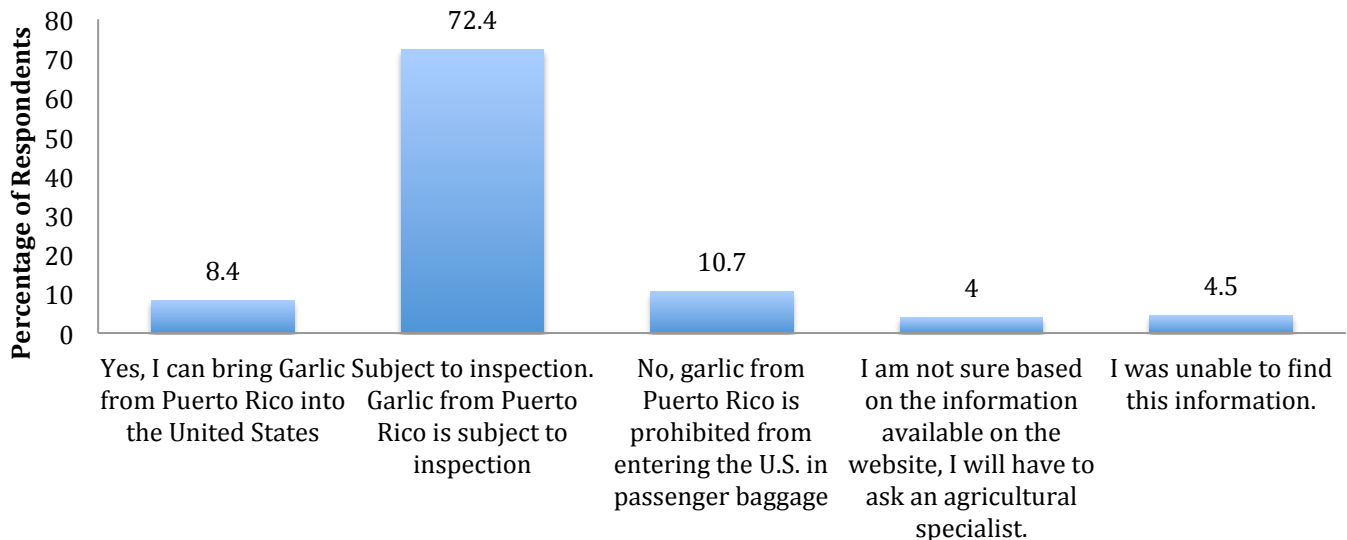


Scenario 2: Garlic from Puerto Rico

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 (72.4%) 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 64.54 seconds.

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

	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
Page Submit	1.12	6323.64	64.54	245.96

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 ($n = 943$). Most of the respondents indicated they found the information on the Can I Bring It page (83.4%). Additionally, most of the respondents found the information in very little time (79.4%).

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

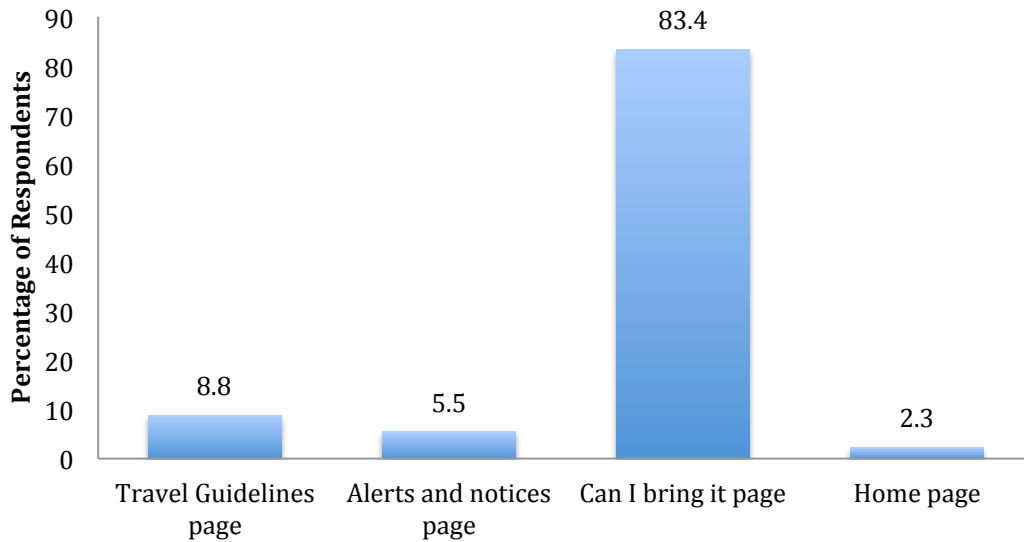
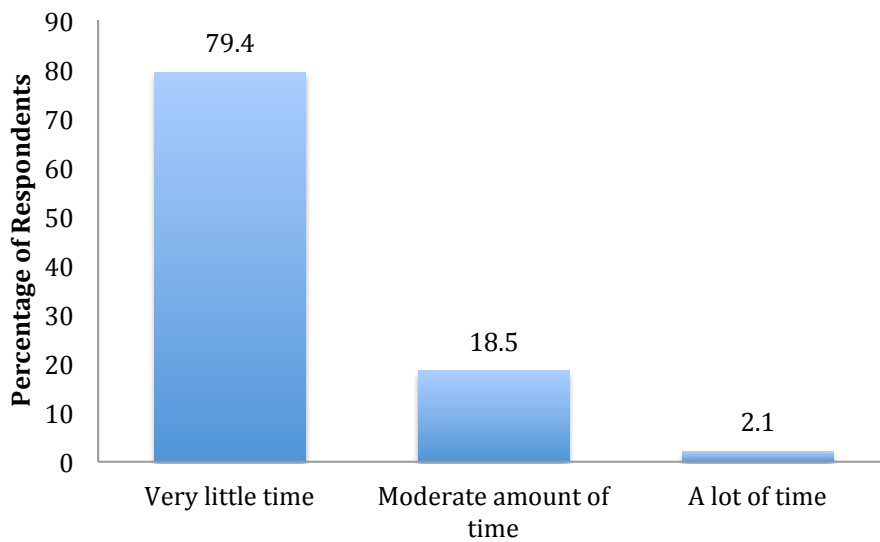


Figure 23. Amount of Time to Complete Scenario 2: Garlic from Puerto Rico



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 1.59 ($SD = 1.08$) indicating most of them found the experience easy. The mean attitude of respondents finding the experience pleasant versus unpleasant was 1.75 ($SD = 1.03$) indicating most of them found the experience pleasant. The mean attitude of respondents finding the experience slow versus fast was 4.26 ($SD = 1.06$) 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	1.59	1.08
Pleasant: Unpleasant	1.75	1.03
Fast: Slow	4.26	1.06

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 1.70 ($SD = 1.12$) indicating most respondents believed the information was simple. The mean attitude of respondents towards the information being not complete versus complete was 4.26 ($SD = 1.09$) indicating most respondents thought the information was complete. The mean attitude of respondents towards the information was hard versus easy to understand was 4.37 ($SD = .96$) indicating most respondents felt the information was easy to understand.

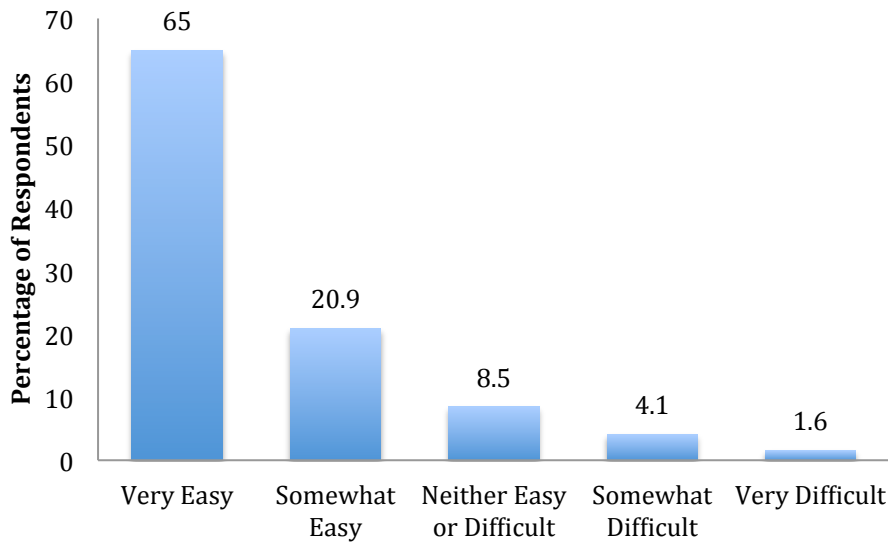
Table 12. Means of Attitudes Toward Information about Garlic from Puerto Rico

Found the information presented on the website to be:	<i>M</i>	<i>SD</i>
Simple: Complex	1.70	1.12
Not Complete: Complete	4.26	1.09
Hard to understand: Easy to understand	4.37	.96

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 (65%) and somewhat easy (20.9%). However, some respondents (1.6%) reported it was very difficult. Respondents who indicated the information was difficult to find reported that no information was mentioned specifically, the page froze, and that there was too much information.

Figure 24. Ease Finding the Information

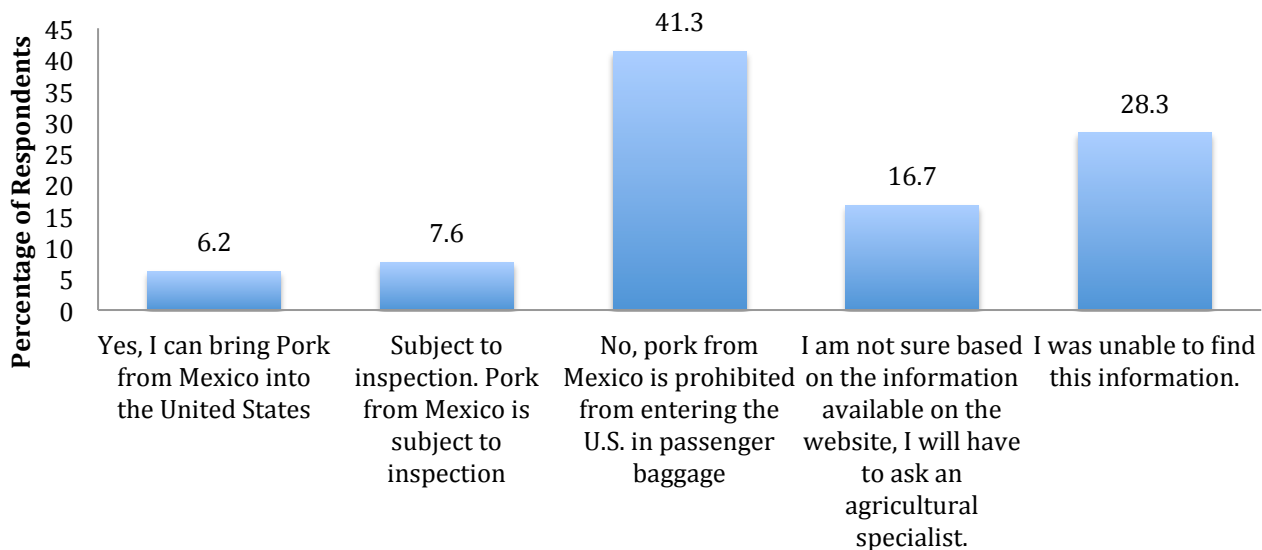


Scenario 3: Pork from Mexico

Scenario Answer

Respondents were asked to use the Don't Pack a Pest Website to find out if they could bring back pork from Mexico to the U.S. Approximately one-third of respondents (41.3%) indicated 'No, Pork from Mexico is prohibited from entering the U.S. in passenger baggage.'

Figure 25. Answer to Scenario 3: Pork from Mexico



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 63.67 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	.57	2890.45	63.67	112.03

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 ($n = 567$). 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 (53.4%).

Figure 26. Location of Scenario 3: Pork from Mexico

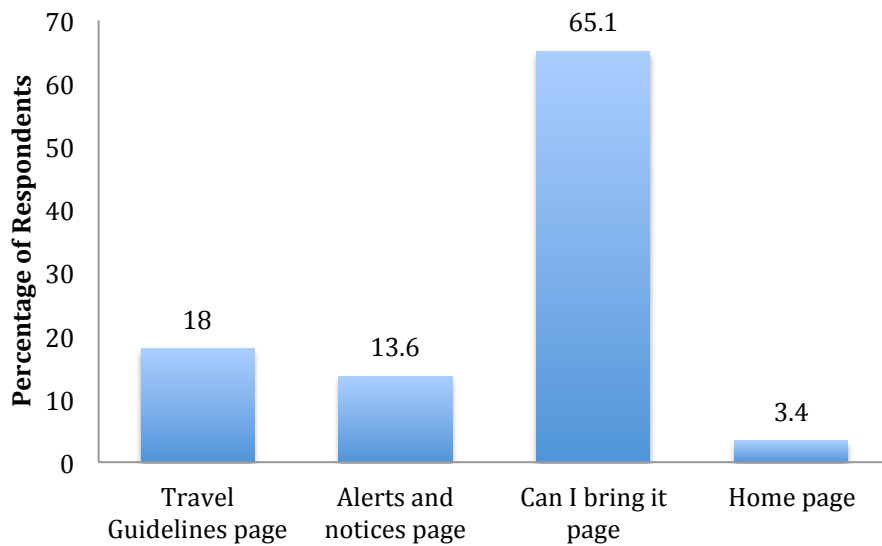
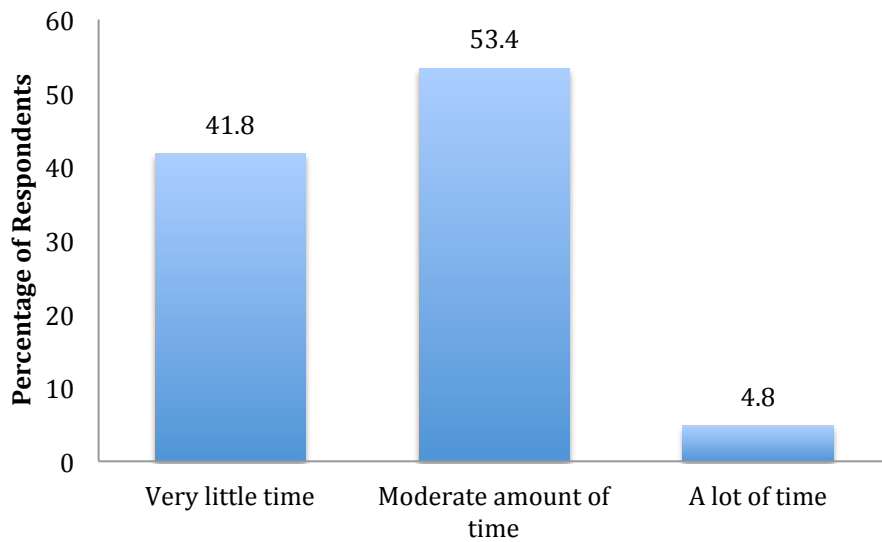


Figure 27. Amount of Time to Complete Scenario 3: Pork from Mexico



Scenario 3 Experience

Respondents were asked to indicate their feelings about their experiences of finding pork from Mexico. The mean attitude of respondents finding the experience of finding information easy versus difficult was 2.40 ($SD = 1.39$) indicating most respondents found the experience easy. The attitude of respondents finding the experience pleasant versus unpleasant was 2.37 ($SD = 1.27$) indicating most respondents found the experience pleasant. The mean attitude of respondents finding the experience slow versus fast was 3.74 ($SD = 1.20$) indicating that most of them found the information quickly.

Table 14. Means of Attitudes Toward Finding Pork from Mexico

	<i>M</i>	<i>SD</i>
Easy: Difficult	2.40	1.39
Pleasant: Unpleasant	2.37	1.27
Fast: Slow	3.74	1.20

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 2.34 ($SD = 1.35$) indicating most of the respondents believed the information was simple. The mean attitude of respondents towards the information being not complete versus complete was 3.37 ($SD = 1.50$) indicating most respondents thought the information was complete. The mean attitude of respondents towards the information being hard versus easy to understand was 3.85 ($SD = 1.21$) indicating most respondents felt the information was easy to understand.

Table 15. Means of Attitudes Toward Information about Pork from Mexico

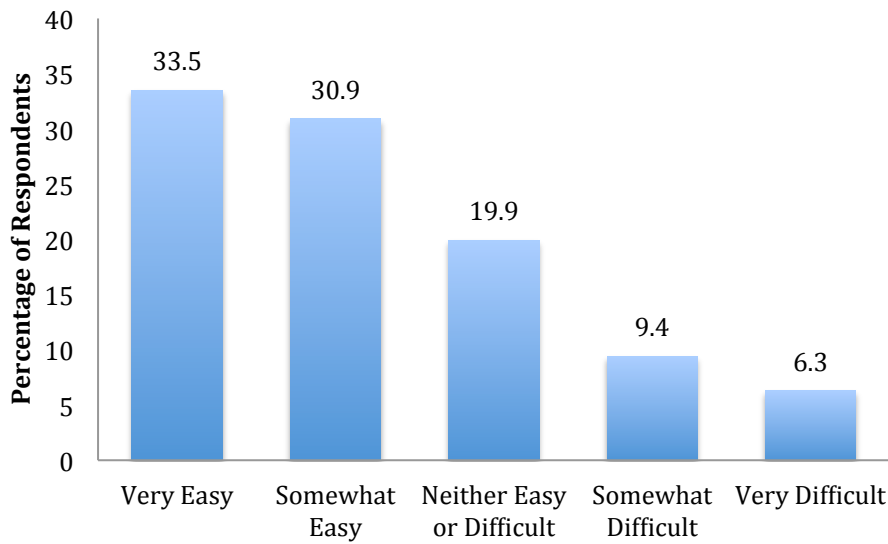
	<i>M</i>	<i>SD</i>
Simple: Complex	2.34	1.35
Not Complete: Complete	3.37	1.50
Hard to understand: Easy to understand	3.85	1.21

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 (33.5%) and somewhat easy (30.9%). However, some respondents (6.3%) reported it was very difficult. Respondents who indicated the information was difficult to find reported the search bar would not recognize pork specifically, 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, "Pork is not in the database. First time trying to find info about peppers was difficult until I stumbled on the "Can I bring It?" link. After that, it was easy to find out about Garlic from Puerto Rico. But when I tried to find "Pork" from Mexico and it wasn't [sic] in the database, it was confusing because I thought I had got it wrong."
- A respondent tried to find the information stated, "It said the item that I entered was not currently in the database so I would have to had to go through more pages to find info wasting time."
- A respondent "could not find a definitive answer because pork is not in the database."

Figure 28. Ease Finding the Information



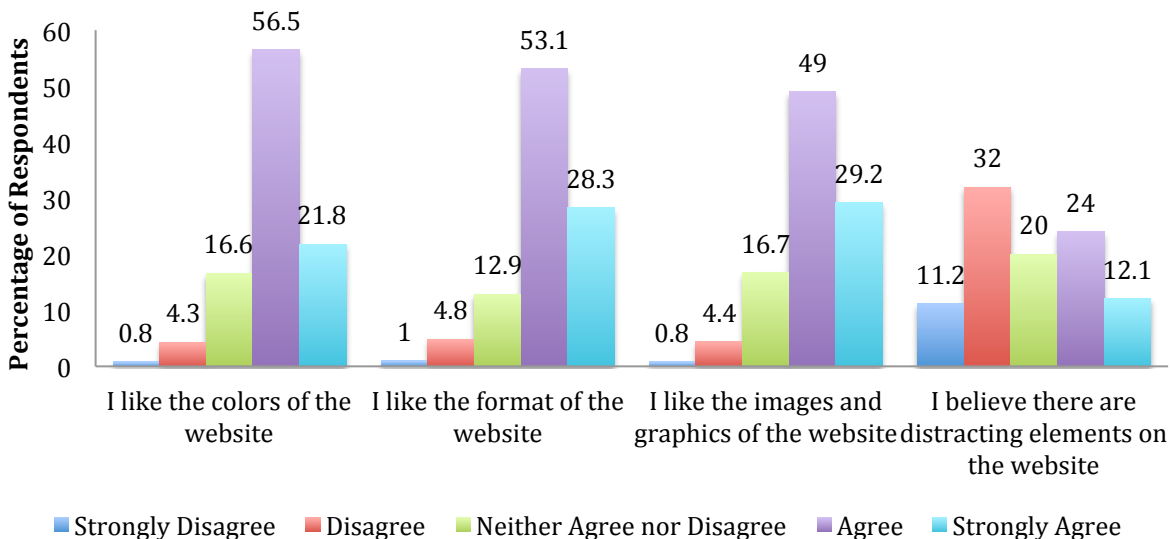
Perceptions of the Don't Pack a Pest Website

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 (78.3%), the format of the website (81.4%), and the images and graphics on the website (78.2%). Forty-three percent of respondents indicated that they strongly disagreed or disagreed with the statement 'I believe there are distracting elements on the website.'

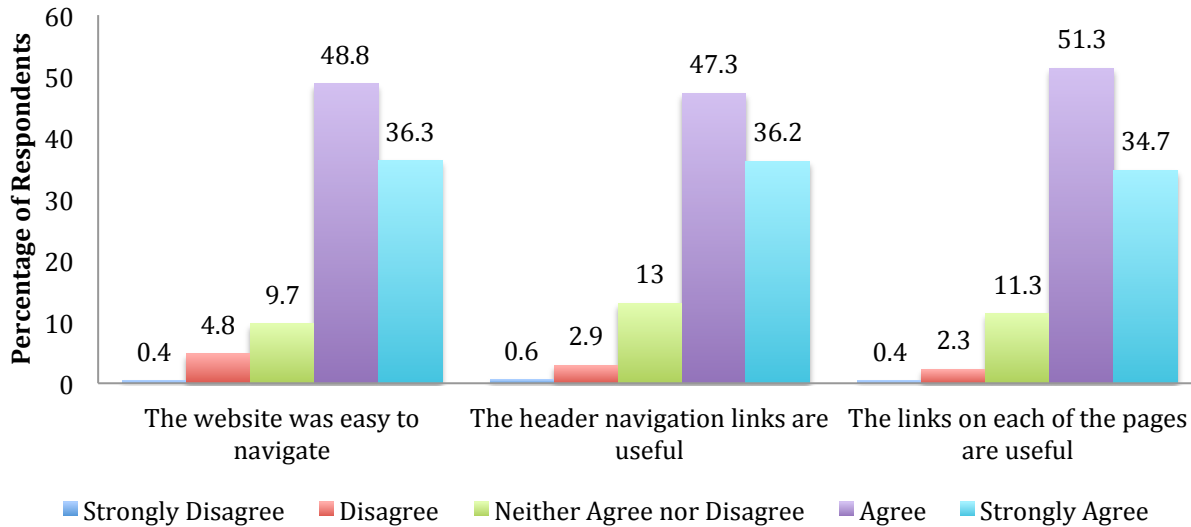
Figure 29. Level of Agreement with the Look and Feel of the Website



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 (85.1%), the header navigation links are useful (83.5%), and the links on each of the pages were useful (86%).

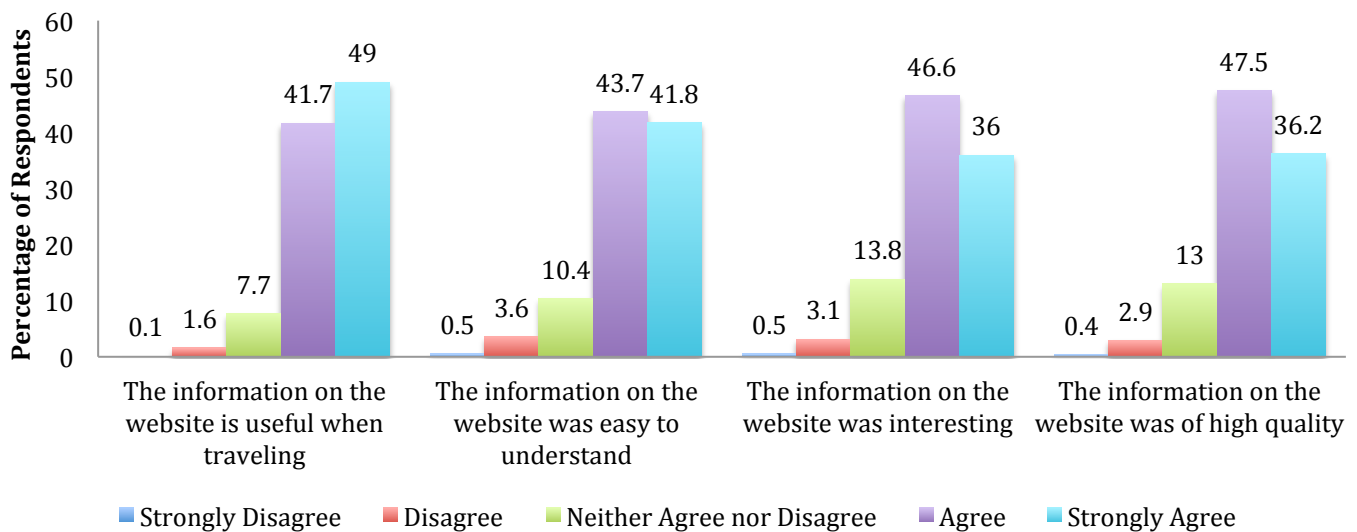
Figure 30. Level of Agreement with Navigation Experience



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 (90.7%), the information on the website was easy to understand (85.5%), the information on the website was interesting (82.6%), and the information on the website was of high quality (83.7%).

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



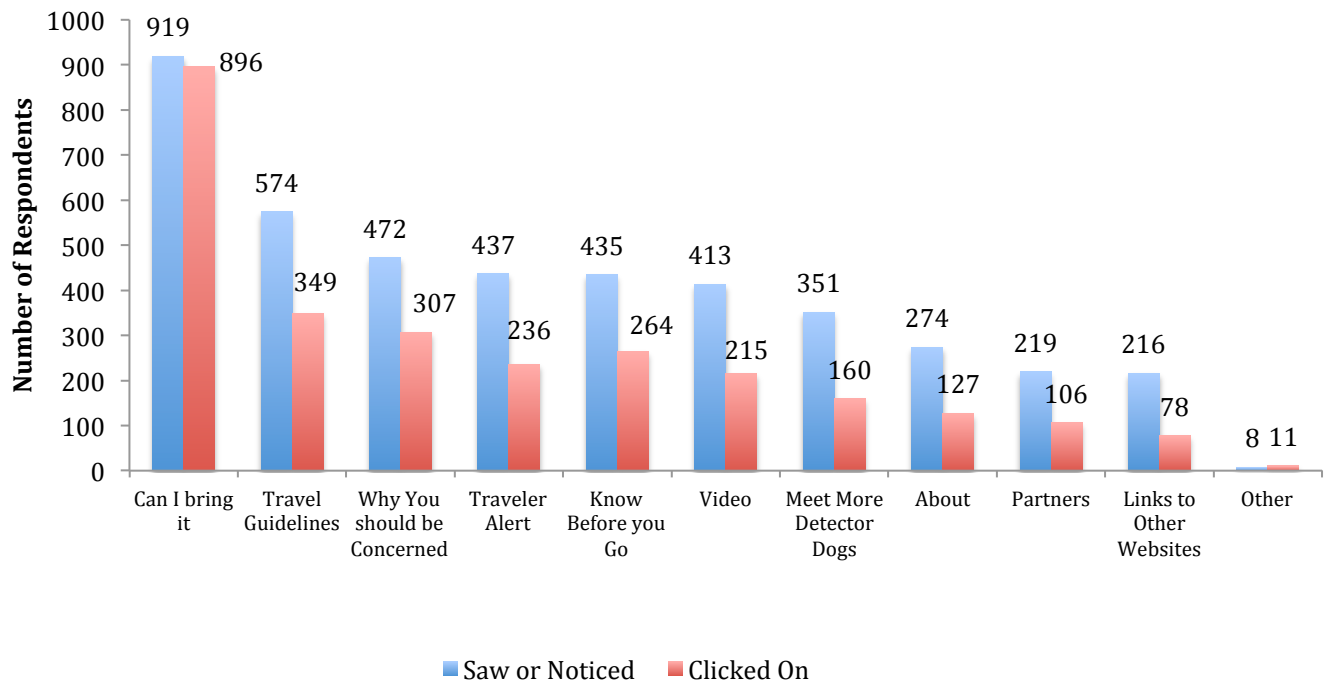
Website Elements

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 ($n = 919$, 89.2%) while only 216 respondents noticed links to other websites (21%). 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 “airplane.”
- Two respondents reported that they saw or noticed “Meet Linus.”
- A respondent indicated that they saw or noticed “Prohibited Items.”

Afterwards, respondents were asked if they clicked on the same website elements. The majority of respondents ($n = 896$, 87%) reported that they clicked on the Can I Bring It. Respondents also reported that they clicked on Travel Guidelines (33.9%).

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 (67.1%).

Image 1. Video Sign

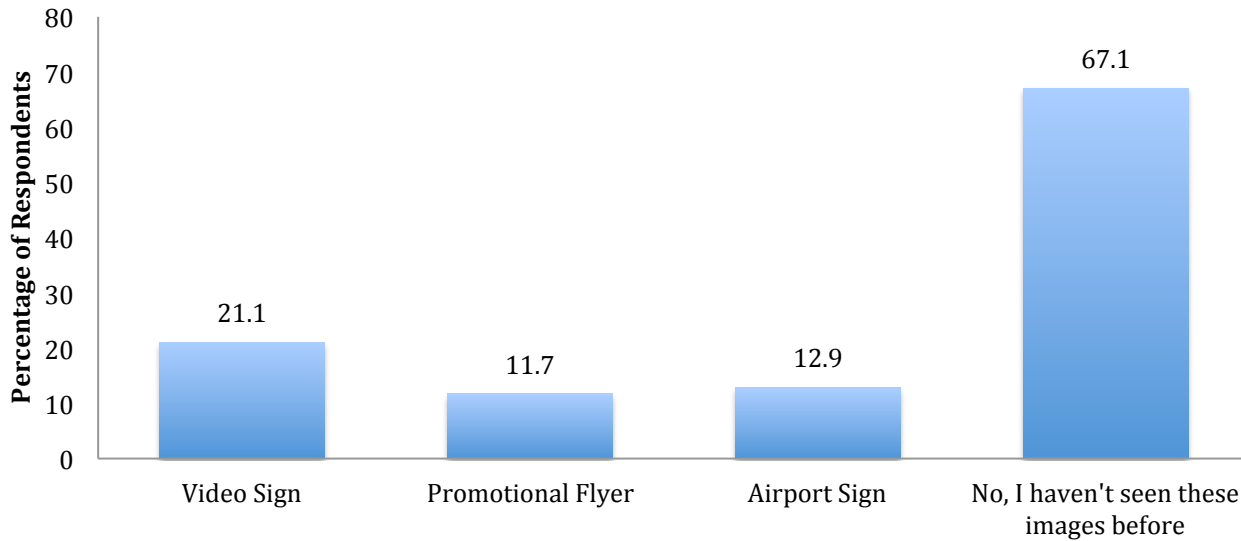


Image 2. Promotional Flyer



Image 3. Airport Sign



Figure 33. Seen Images Before

The respondents were asked at which location they had seen the images before. The highest response was Miami, Florida – Miami International Airport with 55 responses (5.3%).

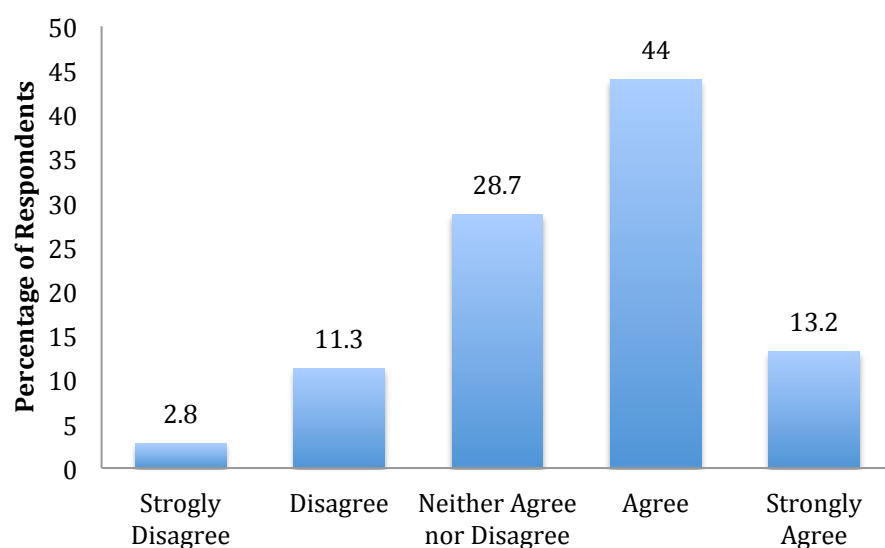
Table 16. Location of Promotional Materials

	<i>f</i>	<i>%</i>
Miami, Florida – Miami International Airport	55	5.3
Fort Lauderdale, Florida-Fort Lauderdale/Hollywood International Airport	48	4.7
Fort Lauderdale, Florida – Fort Lauderdale Executive Airport	47	4.6
Jamaica – Ministry of Agriculture	39	3.8
Aquadilla, Puerto Rico-Rafael Hernandez Airport	38	3.7
Orlando, Florida – Orlando International Airport	36	3.4
Fort Lauderdale, Florida- Port Everglades Cruise Port	35	3.4
Grand Cayman, Cayman Islands – Cruise Port	35	3.4
Falmouth, Jamaica – Falmouth Cruise Port	33	3.2
Miami, Florida – Port of Miami	30	2.9
San Juan, Puerto Rico- Luis Munoz Marin Airport	25	2.4
Grand Cayman, Cayman Islands- Owen Robert International Airport	23	2.2
Ponce, Puerto Rico- Mercedita Airport	23	2.2

San Juan, Puerto Rico- Port of San Juan	22	2.1
San Juan, Puerto Rico- Private Airport	20	1.9
Fort Lauderdale, Florida- Sheltair	18	1.7
Puerto Plata, Dominican Republic - Gregorio Luperon International Airport	18	1.7
Montego Bay, Jamaica- Sangster International Airport	17	1.7
Kingston, Jamaica- Norman Manley International Airport	16	1.6
San Juan, Puerto Rico- Regional Airport	16	1.6
St. John, USVI - St. John Ferry Port	14	1.4
Santo Domingo, Dominican Republic- Las Americas International Airport	13	1.3
Santo Domingo, Dominican Republic- Port of Santo Domingo	12	1.2
Sanford, Florida- Orlando Sanford International Airport	10	1
St. Thomas, USVI - Cyril E. King Airport	10	1
St Croix, USVI- Henry E. Rohlsen Airport	6	0.6

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 stated, "I believe that the website does a thorough job with this. I would easily be able to find more information about declaring agricultural items using this website.."
 - One respondent found, "it cover[ed] everything I was interested in learning. Dog is cute!"
- Respondents suggested creating a list of items in addition to the searchable database.
 - One respondent suggested, "A chart that outlines the categories of items using checks and x's, rather than just text."
 - A respondent suggested making a clearer list available to travelers, "A way to search by country what can and can't be brought in."
 - A respondent suggested "..would have been nice to have information on which top food items are really restricted in the top vacation spots."
 - A number of respondents suggested more links, "I would like that if you don't see something on the list, it would tell you to refer to the link at the bottom of the page."
- 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 stated, "I would prefer an option to print a list according to the country I was visiting.."
 - Several respondents wanted a number to speak to someone, "If the website doesn't give the guidance for the item prohibited, whom should I call?"
 - Other respondents suggested making this into a mobile app instead.
- Respondents suggested providing more information on non-produce foods.
 - Many respondents suggested a more complete database of meat and animal products.
 - One respondent said, "Any restrictions on electronics? Smartphones, computers, tablets, cameras?."
 - A respondent said, "any plants I can bring?"
 - Pets were commonly suggested as other items respondents were curious about bringing.
 - Another respondent suggested, "Is there a limit [on] how much of things we can bring in?"
 - Some respondents suggested having a clearer description of products that are commonly sold to tourists could be brought back into the U.S. One respondent said, "Jamaican coffee, nutmeg from Grenada, etc."
- Respondents suggested providing more general information for travelers.
 - Respondents discussed raising general awareness that travelers should declare agricultural items. One respondent said, "What are the fines when caught..."
 - One respondent suggested "Answers on the "Can I Bring It" page as to why some items cannot be allowed or are subject to inspection, just out of curiosity."
- Respondents also suggested simplifying the website
 - One responded, "It's very cluttered looking. Not clean. Too much going on. Needs some stream lining."
 - Another suggested, "Simplify the website, it is too complicated."
 - A respondent stated. "You can Google specific needs faster than navigating this site!"

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 both the airports and seaports within these countries.
- Respondents indicated they traveled to the Caribbean by airport and cruise ship. In order to target each audience more effectively, Don't Pack a Pest personnel should place campaign and promotional materials on cruise ships that travel from the United States, as well as passing out on the airplane. Suggestions include developing handouts to be given as travelers depart the plane, check into their rooms, and have promotional materials on the cruise ships as travelers come back on board from each stop.
- 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.

Scenario Questions

- The results from the scenarios indicated the majority of the respondents were able to find peppers and garlic. However, almost half of the respondents had more difficulty finding information on pork.
- 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 or the search function altered to ensure that items are recognized even if they are not put in the exact way the site was intended to accept.
- 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 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
- 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.
- 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.