ICE.gov Web Analytics   Apr 1, 2022 - Apr 30, 2022

○ All Users
  100.00% Sessions

Total Visits
808,642
% of Total: **100.00% (808,642)**

Avg. Visit Duration
00:02:31
Avg for View: **00:02:31 (0.00%)**

Pageviews
1,445,473
% of Total: **100.00% (1,445,473)**

Unique Visitors
465,857
% of Total: **100.00% (465,857)**

Avg. Pages / Visit
1.79
Avg for View: **1.79 (0.00%)**

Avg. Time on Page
00:03:10
Avg for View: **00:03:10 (0.00%)**

Bounce Rate
61.33%
Avg for View: **61.33% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	585,574	63.59%
ICE	U.S. Immigration and Customs Enforcement	79,072	52.60%
ICE Field Offices	ICE	65,601	42.55%
ICE Tip Form	ICE	32,886	80.06%
Check-In	ICE	31,687	30.92%
ICE	Servicio de Inmigración y Control de Aduanas de Estados Unidos	30,159	39.20%
Oficina de Detención y Deportación	ICE	28,488	18.97%
Detention Facilities	ICE	28,083	38.03%
Student and Exchange Visitor Program	ICE	25,593	52.77%
Reportarse	ICE	24,011	33.05%

Visits by Social Network

Social Network	Sessions
Facebook	9,184
Twitter	1,099
YouTube	778
Instagram	439
LinkedIn	322
reddit	136
Quora	63
Naver	33
VKontakte	13
Blogger	10

Visits by Source

Legend: google, (direct), ice.gov, bing, locator.ice.gov, Other

51%, 24.1%, 15.2%
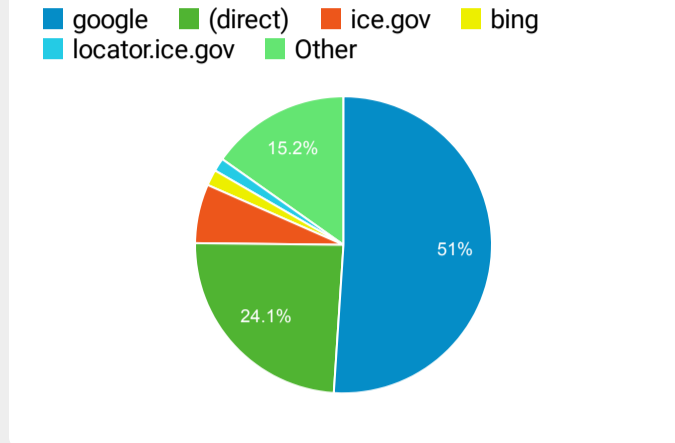
New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

25.6%, 74.4%
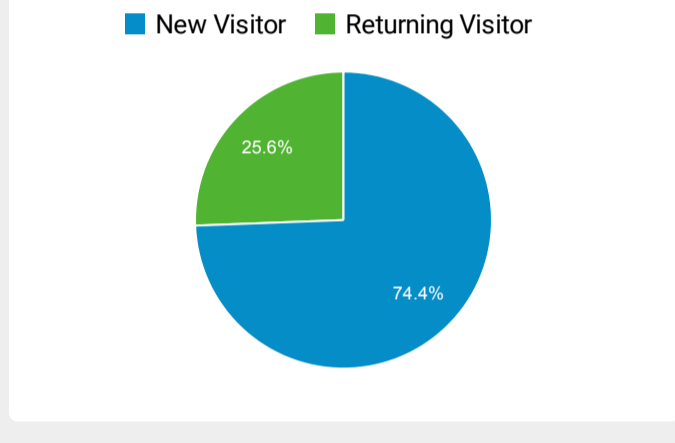
Top keywords

Keyword	Users	Time on Page
ice	49	00:55:07
sevis fee	22	00:41:40
ICE	20	00:14:06
ice locator	20	00:28:43
ice detainee locator	12	00:44:03
www.ice.gov/check-in	9	00:38:49
ice.gov locator	7	00:40:40
homeland security investigations	6	01:17:59
ice inmate locator	6	00:55:13
ice immigration	5	00:07:57

DHS.gov Customer Satisfaction Survey
4/1/22- 4/30/22

Overall Customer Satisfaction Score   63.17

How would you rate your overall experience today?   59.01

Answer Choices	Responses	Points	Score
▪ Outstanding	136	100	13600
▪ Above Average	103	75	7725
▪ Average	129	50	6450
▪ Below Average	48	25	1200
▪ Poor	75	0	0
Total	**491**		**28975**

Were you able to complete the purpose of your visit?   55.60

Answer Choices	Responses	Points	Score
▪ Yes	273	100	27300
▪ No	218	0	0
Total	**491**		**27300**

Would you still return to this website if you could get this information or service from another source?   82.32

Answer Choices	Responses	Points	Score
▪ Yes	326	100	32600
▪ No	70	0	0
Total	**396**		**32600**

Will you recommend this website to a friend or colleague?   77.86

Answer Choices	Responses	Points	Score
▪ Yes	313	100	31300
▪ No	89	0	0
Total	**402**		**31300**

Please describe your experience finding your way around (navigating)ICE.gov today.   53.67
NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	183	100	18300
▪ Had technical difficulties (e.g. error messages, broken links)	27	0	0
▪ Links did not take me where I expected	32	0	0
▪ Links / labels are difficult to understand, they are not intuitive	10	0	0
▪ Navigated to general area but couldn't find the specific content needed	61	0	0
▪ Too many links or navigational choices	12	0	0
▪ Would often feel lost, not know where I was	16	0	0
Total	**341**		**18300**

How was your experience using our site search?   43.05
NOTE: Excludes "Did not use search" and "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	96	100	9600
▪ I was not sure what words to use in my search	23	0	0
▪ Results were not helpful	41	0	0
▪ Results were not relevant to my search terms or needs	26	0	0
▪ Results were too similar / redundant	6	0	0
▪ Returned not enough or no results	23	0	0
▪ Returned too many results	8	0	0
Total	**223**		**9600**

DHS.gov Customer Satisfaction Survey
Time period :4/1/2022-4/30/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	47	9.57%
▪ Student Exchange Vistor	60	12.22%
▪ Online Detainee	57	11.61%
▪ Investigations	28	5.70%
▪ Contracting opportunities	1	0.20%
▪ Email, RSS feeds, or subscription services	7	1.43%
▪ Forms or publications	24	4.89%
▪ Immigration Enforcement	81	16.50%
▪ Information about ICE (leadership, history, etc.)	38	7.74%
▪ Jobs / career information	45	9.16%
▪ Law enforcement	29	5.91%
▪ News	18	3.67%
▪ Photographs	4	0.81%
▪ Small business resources	1	0.20%
▪ Training	13	2.65%
▪ Videos	3	0.61%
▪ Cybersecurity	8	1.63%
▪ Human trafficking	27	5.50%
Total	**491**	**100%**

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	21	10.34%
▪ Content wasn't easy to understand	37	18.23%
▪ Error on page	26	12.81%
▪ Multimedia / technical problem	39	19.21%
▪ Outdated information	80	39.41%
Total	**203**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	14	3.53%
▪ Educator	18	4.53%
▪ Federal government employee	15	3.78%
▪ First responder / law enforcement official	13	3.27%
▪ Government contractor	16	4.03%
▪ International visitor	19	4.79%
▪ Job seeker	27	6.80%
▪ Media representative	6	1.51%
▪ Non-profit staff or volunteer	23	5.79%
▪ State, tribal, territorial or local government representative	8	2.02%
▪ Student	92	23.17%
▪ Traveler (domestic or international)	6	1.51%
▪ Other	140	35.26%
Total	**397**	**100%**