

ICE.gov Web Analytics

Aug 1, 2021 - Aug 31, 2021

All Users  
100.00% Sessions

**Total Visits**  
**1,005,892**  
% of Total: 100.00% (1,005,892)

**Avg. Visit Duration**  
**00:02:04**  
Avg for View: 00:02:04 (0.00%)

**Pageviews**  
**1,832,242**  
% of Total: 100.00% (1,832,242)

**Unique Visitors**  
**644,499**  
% of Total: 100.00% (644,499)

**Avg. Pages / Visit**  
**1.82**  
Avg for View: 1.82 (0.00%)

**Avg. Time on Page**  
**00:02:30**  
Avg for View: 00:02:30 (0.00%)

**Bounce Rate**  
**62.28%**  
Avg for View: 62.28% (0.00%)

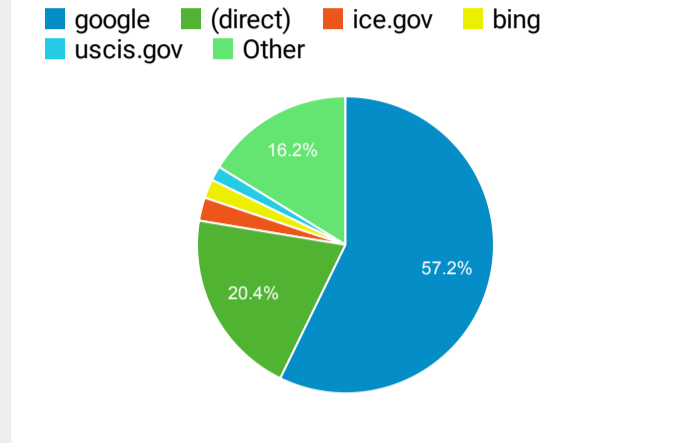
Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	354,066	67.81%
ICE   U.S. Immigration and Customs Enforcement	133,772	52.83%
ICE Field Offices   ICE	114,851	37.90%
ICE Tip Form   ICE	64,919	81.97%
Oficina de Detención y Deportación   ICE	55,234	17.82%
Student and Exchange Visitor Program   ICE	49,141	50.15%
ICE   Servicio de Inmigración y Control de Aduanas de Estados Unidos	47,382	36.79%
Detention Facilities   ICE	46,219	33.98%
Contact   ICE	36,543	57.24%
I-901 SEVIS Fee   ICE	34,295	47.00%

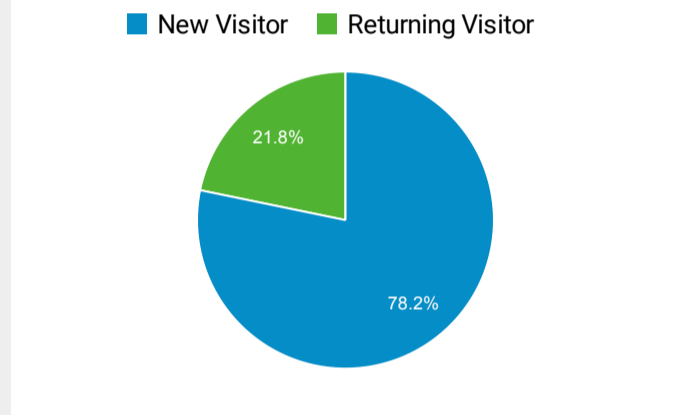
Visits by Social Network

Social Network	Sessions
Facebook	11,516
Twitter	2,098
LinkedIn	854
YouTube	585
Quora	219
Instagram	162
reddit	123
Instagram Stories	83
Naver	47
Snapchat	18

Visits by Source



New vs. Returned Visitors



Top keywords

Keyword	Users	Time on Page
ice	129	03:30:20
ICE	53	01:35:39
undefined	43	02:52:25
ice detainee locator	37	02:19:28
sevis	27	01:01:32
ice locator	20	01:52:10
sevis fee	20	01:31:26
enforcement centre	17	00:00:00
pbnds 2011	12	02:23:09
ice inmate locator	11	01:43:36

# DHS.gov Customer Satisfaction Survey

8/1/21- 8/31/21

## Overall Customer Satisfaction Score

**68.48**

### How would you rate your overall experience today?

**65.16**

Answer Choices	Responses	Points	Score
▪ Outstanding	78	100	7800
▪ Above Average	66	75	4950
▪ Average	55	50	2750
▪ Below Average	16	25	400
▪ Poor	29	0	0
<b>Total</b>	<b>244</b>		<b>15900</b>

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

**59.43**

Answer Choices	Responses	Points	Score
▪ Yes	145	100	14500
▪ No	99	0	0
<b>Total</b>	<b>244</b>		<b>14500</b>

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

**90.00**

Answer Choices	Responses	Points	Score
▪ Yes	171	100	17100
▪ No	19	0	0
<b>Total</b>	<b>190</b>		<b>17100</b>

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

**85.42**

Answer Choices	Responses	Points	Score
▪ Yes	164	100	16400
▪ No	28	0	0
<b>Total</b>	<b>192</b>		<b>16400</b>

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

**59.26**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	96	100	9600
▪ Had technical difficulties (e.g. error messages, broken links)	10	0	0
▪ Links did not take me where I expected	19	0	0
▪ Links / labels are difficult to understand, they are not intuitive	5	0	0
▪ Navigated to general area but couldn't find the specific content needed	18	0	0
▪ Too many links or navigational choices	5	0	0
▪ Would often feel lost, not know where I was	9	0	0
<b>Total</b>	<b>162</b>		<b>9600</b>

### How was your experience using our site search?

**42.06**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	45	100	4500
▪ I was not sure what words to use in my search	6	0	0
▪ Results were not helpful	26	0	0
▪ Results were not relevant to my search terms or needs	13	0	0
▪ Results were too similar / redundant	3	0	0
▪ Returned not enough or no results	9	0	0
▪ Returned too many results	5	0	0
<b>Total</b>	<b>107</b>		<b>4500</b>

# DHS.gov Customer Satisfaction Survey

Time period :8/1/2021 -8/30/2021

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	21	8.61%
▪ Student Exchange Visitor	40	16.39%
▪ Online Detainee	16	6.56%
▪ Investigations	22	9.02%
▪ Contracting opportunities	4	1.64%
▪ Email, RSS feeds, or subscription services	5	2.05%
▪ Forms or publications	7	2.87%
▪ Immigration Enforcement	46	18.85%
▪ Information about ICE (leadership, history, etc.)	14	5.74%
▪ Jobs / career information	20	8.20%
▪ Law enforcement	7	2.87%
▪ News	15	6.15%
▪ Photographs	2	0.82%
▪ Small business resources	3	1.23%
▪ Training	1	0.41%
▪ Videos	5	2.05%
▪ Cybersecurity	5	2.05%
▪ Human trafficking	11	4.51%
<b>Total</b>	<b>244</b>	<b>100%</b>

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

Answer Choices	Responses	Percentage
▪ Bad link	7	7.53%
▪ Content wasn't easy to understand	46	49.46%
▪ Error on page	9	9.68%
▪ Multimedia / technical problem	16	17.20%
▪ Outdated information	15	16.13%
<b>Total</b>	<b>93</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	12	6.49%
▪ Educator	13	7.03%
▪ Federal government employee	8	4.32%
▪ First responder / law enforcement official	7	3.78%
▪ Government contractor	3	1.62%
▪ International visitor	9	4.86%
▪ Job seeker	17	9.19%
▪ Media representative	1	0.54%
▪ Non-profit staff or volunteer	9	4.86%
▪ State, tribal, territorial or local government representative	6	3.24%
▪ Student	30	16.22%
▪ Traveler (domestic or international)	10	5.41%
▪ Other	60	32.43%
<b>Total</b>	<b>185</b>	<b>100%</b>