

ICE.gov Web Analytics

Aug 1, 2022 - Aug 31, 2022

All Users
100.00% Sessions

Total Visits

911,312

% of Total: 100.00% (911,312)

Avg. Visit Duration

00:02:03

Avg for View: 00:02:03 (0.00%)

Pageviews

1,547,831

% of Total: 100.00% (1,547,831)

Unique Visitors

566,830

% of Total: 100.00% (566,830)

Avg. Pages / Visit

1.70

Avg for View: 1.70 (0.00%)

Avg. Time on Page

00:02:56

Avg for View: 00:02:56 (0.00%)

Bounce Rate

70.96%

Avg for View: 70.96% (0.00%)

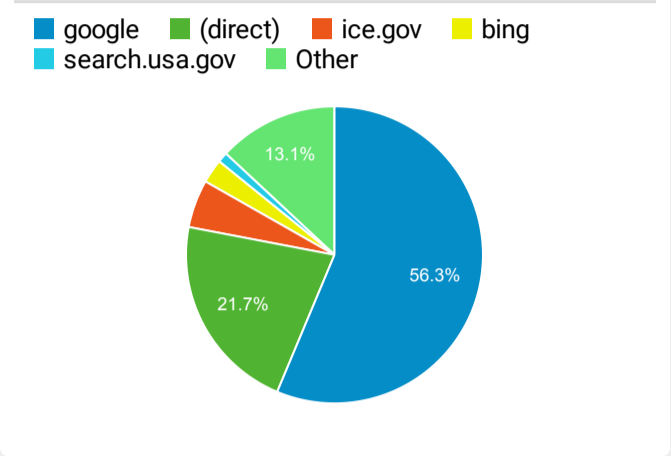
Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	481,616	66.18%
ICE Field Offices ICE	85,823	51.62%
ICE U.S. Immigration and Customs Enforcement	65,663	57.12%
Check-In ICE	46,909	65.44%
Oficina de Detención y Deportación ICE	42,174	61.35%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	35,162	54.79%
Student and Exchange Visitor Program ICE	32,418	66.25%
ICE Tip Form ICE	30,908	81.00%
Reportarse ICE	29,603	65.30%
Detention Facilities ICE	26,312	38.01%

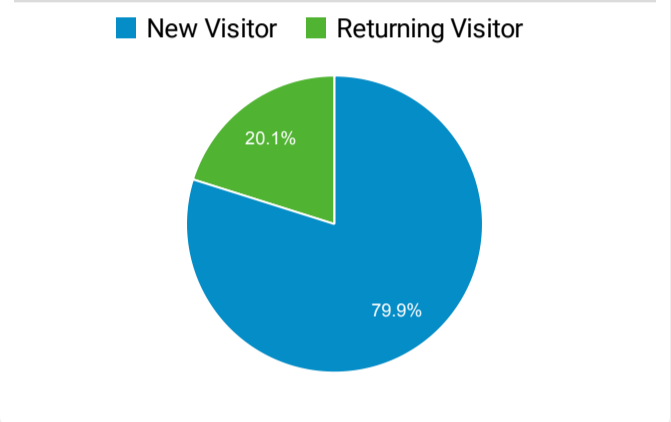
Visits by Social Network

Social Network	Sessions
Facebook	7,550
YouTube	1,022
Twitter	926
Instagram	216
LinkedIn	112
Quora	105
reddit	103
Snapchat	24
Naver	18
Instagram Stories	16

Visits by Source



New vs. Returned Visitors



Top keywords

Keyword	Users	Time on Page
ad.1	97	00:47:58
ad.3	82	00:33:25
ice	37	01:32:47
sevis fee	20	00:07:39
ICE	19	00:21:49
ad.4	16	00:00:33
ad.2	14	00:06:54
ice detainee locator	11	00:16:37
ice locator	10	01:32:08
ice locator detainee	7	01:15:31

DHS.gov Customer Satisfaction Survey

8/1/22- 8/31/22

Overall Customer Satisfaction Score

80.23

How would you rate your overall experience today?

58.14

Answer Choices	Responses	Points	Score
▪ Outstanding	113	100	11300
▪ Above Average	98	75	7350
▪ Average	111	50	5550
▪ Below Average	46	25	1150
▪ Poor	68	0	0
Total	436		25350

Were you able to complete the purpose of your visit?

91.95

Answer Choices	Responses	Points	Score
▪ Yes	2341	100	234100
▪ No	205	0	0
Total	2546		234100

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

80.60

Answer Choices	Responses	Points	Score
▪ Yes	270	100	27000
▪ No	65	0	0
Total	335		27000

Will you recommend this website to a friend or colleague?

74.64

Answer Choices	Responses	Points	Score
▪ Yes	256	100	25600
▪ No	87	0	0
Total	343		25600

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

48.90

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	155	100	15500
▪ Had technical difficulties (e.g. error messages, broken links)	34	0	0
▪ Links did not take me where I expected	13	0	0
▪ Links / labels are difficult to understand, they are not intuitive	43	0	0
▪ Navigated to general area but couldn't find the specific content needed	14	0	0
▪ Too many links or navigational choices	19	0	0
▪ Would often feel lost, not know where I was	39	0	0
Total	317		15500

How was your experience using our site search?

41.55

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	91	100	9100
▪ I was not sure what words to use in my search	31	0	0
▪ Results were not helpful	35	0	0
▪ Results were not relevant to my search terms or needs	17	0	0
▪ Results were too similar / redundant	8	0	0
▪ Returned not enough or no results	22	0	0
▪ Returned too many results	15	0	0
Total	219		9100

DHS.gov Customer Satisfaction Survey

Time period :7/1/2022-7/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	48	11.01%
▪ Student Exchange Visitor	68	15.60%
▪ Online Detainee	53	12.16%
▪ Investigations	35	8.03%
▪ Contracting opportunities	1	0.23%
▪ Email, RSS feeds, or subscription services	9	2.06%
▪ Forms or publications	16	3.67%
▪ Immigration Enforcement	61	13.99%
▪ Information about ICE (leadership, history, etc.)	27	6.19%
▪ Jobs / career information	49	11.24%
▪ Law enforcement	20	4.59%
▪ News	16	3.67%
▪ Photographs	5	1.15%
▪ Small business resources	0	0.00%
▪ Training	2	0.46%
▪ Videos	2	0.46%
▪ Cybersecurity	8	1.83%
▪ Human trafficking	16	3.67%
Total	436	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	25	13.37%
▪ Content wasn't easy to understand	23	12.30%
▪ Error on page	30	16.04%
▪ Multimedia / technical problem	26	13.90%
▪ Outdated information	83	44.39%
Total	187	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	10	2.97%
▪ Educator	29	8.61%
▪ Federal government employee	12	3.56%
▪ First responder / law enforcement official	17	5.04%
▪ Government contractor	6	1.78%
▪ International visitor	13	3.86%
▪ Job seeker	28	8.31%
▪ Media representative	6	1.78%
▪ Non-profit staff or volunteer	14	4.15%
▪ State, tribal, territorial or local government representative	6	1.78%
▪ Student	74	21.96%
▪ Traveler (domestic or international)	9	2.67%
▪ Other	113	33.53%
Total	337	100%