

ICE.gov Web Analytics

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Total Visits
1,118,882
% of Total: 100.00% (1,118,882)

Avg. Visit Duration
00:02:17
Avg for View: 00:02:17 (0.00%)

Pageviews
2,051,193
% of Total: 100.00% (2,051,193)

Unique Visitors
661,223
% of Total: 100.00% (661,223)

Avg. Pages / Visit
1.83
Avg for View: 1.83 (0.00%)

Avg. Time on Page
00:02:44
Avg for View: 00:02:44 (0.00%)

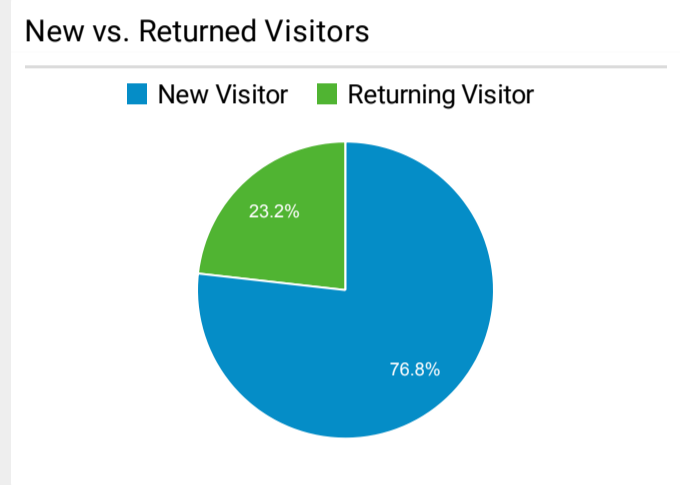
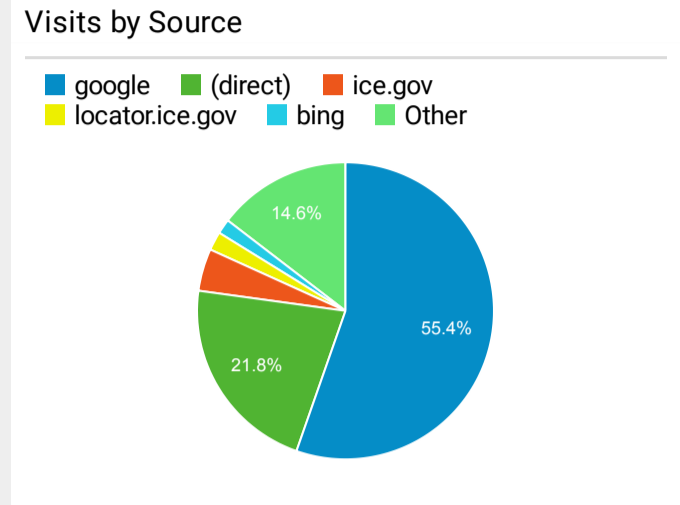
Bounce Rate
61.15%
Avg for View: 61.15% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	556,812	64.67%
ICE U.S. Immigration and Customs Enforcement	135,148	52.05%
ICE Field Offices ICE	113,837	40.42%
Oficina de Detención y Deportación ICE	67,023	17.24%
ICE Tip Form ICE	61,805	80.91%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	56,970	33.22%
Detention Facilities ICE	52,862	37.16%
Check-In ICE	50,025	40.74%
Contact ICE	38,937	57.74%
Student and Exchange Visitor Program ICE	37,629	51.95%

Visits by Social Network

Social Network	Sessions
Facebook	9,711
LinkedIn	4,529
Twitter	2,806
Instagram	1,376
YouTube	1,006
reddit	224
Quora	196
Vkontakte	49
Instagram Stories	43
Naver	37



Top keywords

Keyword	Users	Time on Page
ice	59	00:43:44
ICE	26	00:24:21
online IÃ gÃ-	18	00:00:00
ice detainee locator	17	00:26:40
ice locator	16	02:00:07
island IÃ gÃ-	13	00:00:00
sevis fee	8	00:02:23
ice locator detainee	6	00:05:42
2018 human trafficking arrests	5	00:00:00
corona virus in us immigration	5	00:00:00

DHS.gov Customer Satisfaction Survey

12/1/21- 12/31/21

Overall Customer Satisfaction Score

62.85

How would you rate your overall experience today?

63.29

Answer Choices	Responses	Points	Score
▪ Outstanding	91	100	9100
▪ Above Average	59	75	4425
▪ Average	79	50	3950
▪ Below Average	25	25	625
▪ Poor	32	0	0
Total	286		18100

Were you able to complete the purpose of your visit?

57.34

Answer Choices	Responses	Points	Score
▪ Yes	164	100	16400
▪ No	122	0	0
Total	286		16400

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

83.64

Answer Choices	Responses	Points	Score
▪ Yes	184	100	18400
▪ No	36	0	0
Total	220		18400

Will you recommend this website to a friend or colleague?

78.83

Answer Choices	Responses	Points	Score
▪ Yes	175	100	17500
▪ No	47	0	0
Total	222		17500

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

60.91

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	134	100	13400
▪ Had technical difficulties (e.g. error messages, broken links)	9	0	0
▪ Links did not take me where I expected	21	0	0
▪ Links / labels are difficult to understand, they are not intuitive	2	0	0
▪ Navigated to general area but couldn't find the specific content needed	34	0	0
▪ Too many links or navigational choices	8	0	0
▪ Would often feel lost, not know where I was	12	0	0
Total	220		13400

How was your experience using our site search?

27.93

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	50	100	5000
▪ I was not sure what words to use in my search	58	0	0
▪ Results were not helpful	14	0	0
▪ Results were not relevant to my search terms or needs	25	0	0
▪ Results were too similar / redundant	11	0	0
▪ Returned not enough or no results	8	0	0
▪ Returned too many results	13	0	0
Total	179		5000

DHS.gov Customer Satisfaction Survey

Time period :12/1/2021 -12/31/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	37	12.94%
▪ Student Exchange Visitor	45	15.73%
▪ Online Detainee	27	9.44%
▪ Investigations	16	5.59%
▪ Contracting opportunities	2	0.70%
▪ Email, RSS feeds, or subscription services	6	2.10%
▪ Forms or publications	5	1.75%
▪ Immigration Enforcement	43	15.03%
▪ Information about ICE (leadership, history, etc.)	12	4.20%
▪ Jobs / career information	37	12.94%
▪ Law enforcement	18	6.29%
▪ News	12	4.20%
▪ Photographs	4	1.40%
▪ Small business resources	2	0.70%
▪ Training	4	1.40%
▪ Videos	2	0.70%
▪ Cybersecurity	2	0.70%
▪ Human trafficking	12	4.20%
Total	286	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	9	7.96%
▪ Content wasn't easy to understand	13	11.50%
▪ Error on page	15	13.27%
▪ Multimedia / technical problem	12	10.62%
▪ Outdated information	64	56.64%
Total	113	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	7	3.15%
▪ Educator	15	6.76%
▪ Federal government employee	7	3.15%
▪ First responder / law enforcement official	6	2.70%
▪ Government contractor	11	4.95%
▪ International visitor	10	4.50%
▪ Job seeker	23	10.36%
▪ Media representative	5	2.25%
▪ Non-profit staff or volunteer	10	4.50%
▪ State, tribal, territorial or local government representative	5	2.25%
▪ Student	43	19.37%
▪ Traveler (domestic or international)	12	5.41%
▪ Other	68	30.63%
Total	222	100%