

ICE.gov Web Analytics

Jan 1, 2023 - Jan 31, 2023

All Users
100.00% Sessions

Total Visits
643,152
% of Total: 100.00% (643,152)

Avg. Visit Duration
00:02:05
Avg for View: 00:02:05 (0.00%)

Pageviews
1,227,008
% of Total: 100.00% (1,227,008)

Unique Visitors
435,959
% of Total: 100.00% (435,959)

Avg. Pages / Visit
1.91
Avg for View: 1.91 (0.00%)

Avg. Time on Page
00:02:18
Avg for View: 00:02:18 (0.00%)

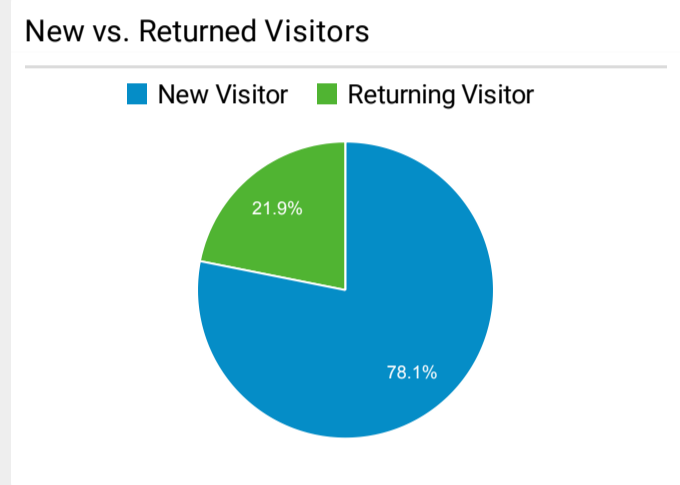
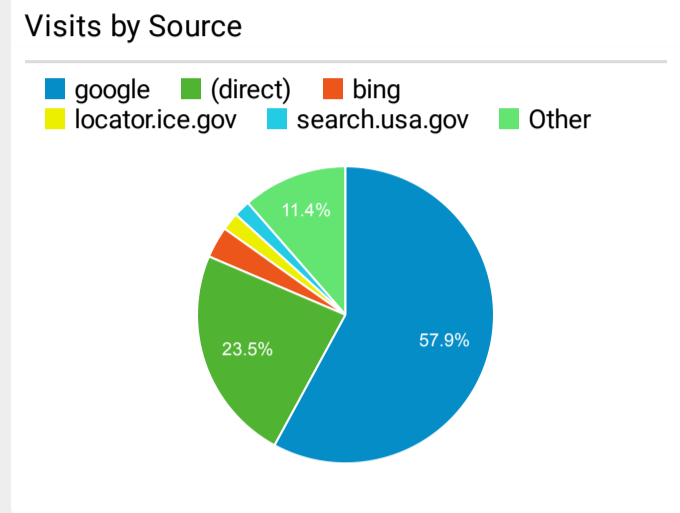
Bounce Rate
68.22%
Avg for View: 68.22% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
Check-In ICE	105,384	58.20%
ICE Field Offices ICE	102,149	50.85%
ICE U.S. Immigration and Customs Enforcement	92,508	51.60%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	50,995	52.37%
Reportarse ICE	42,566	60.34%
Oficina de Detención y Deportación ICE	33,834	56.66%
ICE Tip Form ICE	32,624	81.69%
Student and Exchange Visitor Program ICE	29,608	67.17%
Detention Facilities ICE	22,916	38.88%
Contact ICE	21,571	54.25%

Visits by Social Network

Social Network	Sessions
Facebook	3,136
Twitter	812
YouTube	644
Instagram	358
reddit	295
LinkedIn	117
Quora	59
Instagram Stories	28
Naver	24
Snapchat	18



Top keywords

Keyword	Users	Time on Page
site:www.ice.gov	101	00:00:00
members	60	00:07:41
campaign	47	00:01:36
https://www.ice.gov/	12	00:26:54
ice	12	00:55:57
https://www.ice.gov/es/reportarse	11	00:27:07
https://www.ice.gov/news/releases/r-kelly-sentenced-30-years-prison	9	00:00:00
https://www.ice.gov/check-in	8	00:45:44
https://www.ice.gov/es/sobre-ICE/ero	8	00:08:23
ICE	7	00:01:04

DHS.gov Customer Satisfaction Survey

1/1/23- 1/3/23

Overall Customer Satisfaction Score

64.56

How would you rate your overall experience today?

59.99

Answer Choices	Responses	Points	Score
▪ Outstanding	156	100	15600
▪ Above Average	99	75	7425
▪ Average	127	50	6350
▪ Below Average	44	25	1100
▪ Poor	82	0	0
Total	508		30475

Were you able to complete the purpose of your visit?

57.09

Answer Choices	Responses	Points	Score
▪ Yes	290	100	29000
▪ No	218	0	0
Total	508		29000

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

83.92

Answer Choices	Responses	Points	Score
▪ Yes	334	100	33400
▪ No	64	0	0
Total	398		33400

Will you recommend this website to a friend or colleague?

77.06

Answer Choices	Responses	Points	Score
▪ Yes	309	100	30900
▪ No	92	0	0
Total	401		30900

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

57.06

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	198	100	19800
▪ Had technical difficulties (e.g. error messages, broken links)	20	0	0
▪ Links did not take me where I expected	31	0	0
▪ Links / labels are difficult to understand, they are not intuitive	13	0	0
▪ Navigated to general area but couldn't find the specific content needed	47	0	0
▪ Too many links or navigational choices	20	0	0
▪ Would often feel lost, not know where I was	18	0	0
Total	347		19800

How was your experience using our site search?

47.44

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	111	100	11100
▪ I was not sure what words to use in my search	25	0	0
▪ Results were not helpful	37	0	0
▪ Results were not relevant to my search terms or needs	17	0	0
▪ Results were too similar / redundant	10	0	0
▪ Returned not enough or no results	22	0	0
▪ Returned too many results	12	0	0
Total	234		11100

DHS.gov Customer Satisfaction Survey

Time period :1/1/2023-1/31/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	58	10.43%
▪ Student Exchange Visitor	44	7.91%
▪ Online Detainee	44	7.91%
▪ Investigations	22	3.96%
▪ Contracting opportunities	6	1.08%
▪ Email, RSS feeds, or subscription services	6	1.08%
▪ Forms or publications	23	4.14%
▪ Immigration Enforcement	116	20.86%
▪ Information about ICE (leadership, history, etc.)	43	7.73%
▪ Jobs / career information	54	9.71%
▪ Law enforcement	21	3.78%
▪ News	54	9.71%
▪ Photographs	21	3.78%
▪ Small business resources	25	4.50%
▪ Training	3	0.54%
▪ Videos	3	0.54%
▪ Cybersecurity	10	1.80%
▪ Human trafficking	3	0.54%
Total	556	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	19	9.90%
▪ Content wasn't easy to understand	27	14.06%
▪ Error on page	31	16.15%
▪ Multimedia / technical problem	31	16.15%
▪ Outdated information	84	43.75%
Total	192	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	16	4.13%
▪ Educator	24	6.20%
▪ Federal government employee	20	5.17%
▪ First responder / law enforcement official	9	2.33%
▪ Government contractor	7	1.81%
▪ International visitor	21	5.43%
▪ Job seeker	33	8.53%
▪ Media representative	6	1.55%
▪ Non-profit staff or volunteer	28	7.24%
▪ State, tribal, territorial or local government representative	5	1.29%
▪ Student	69	17.83%
▪ Traveler (domestic or international)	6	1.55%
▪ Other	143	36.95%
Total	387	100%