

ICE.gov Web Analytics

Jul 1, 2021 - Jul 31, 2021

All Users  
100.00% Sessions

**Total Visits**  
**1,045,053**  
% of Total: 100.00% (1,045,053)

**Avg. Visit Duration**  
**00:02:06**  
Avg for View: 00:02:06 (0.00%)

**Pageviews**  
**1,905,404**  
% of Total: 100.00% (1,905,404)

**Unique Visitors**  
**673,030**  
% of Total: 100.00% (673,030)

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

**Avg. Time on Page**  
**00:02:32**  
Avg for View: 00:02:32 (0.00%)

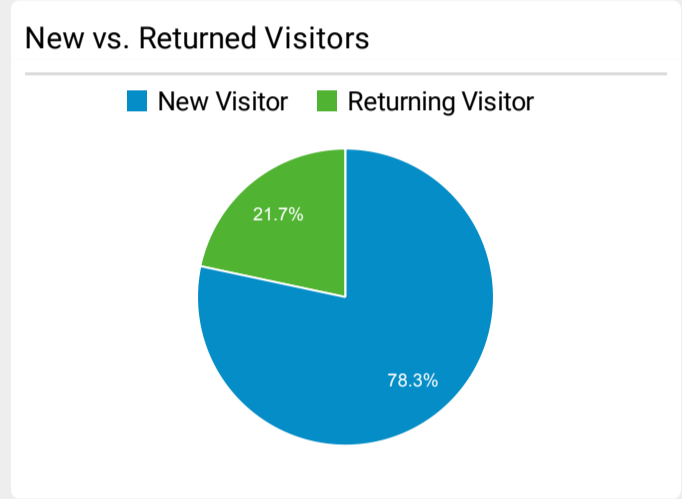
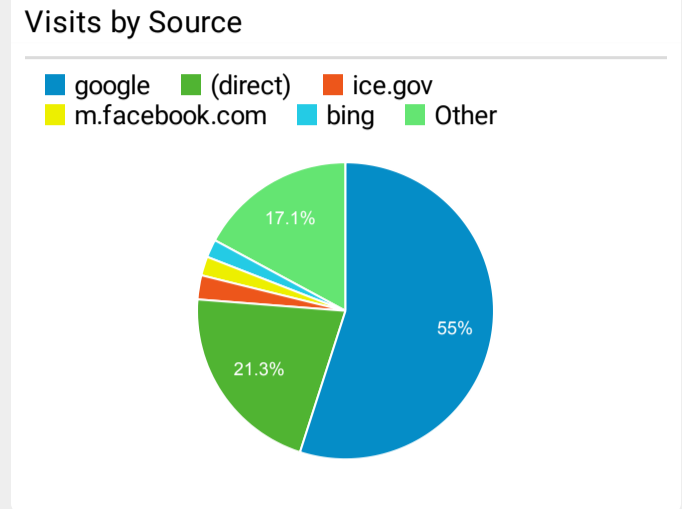
**Bounce Rate**  
**61.96%**  
Avg for View: 61.96% (0.00%)

**Top Pages**

Page Title	Pageviews	Bounce Rate
(not set)	387,966	67.32%
ICE   U.S. Immigration and Customs Enforcement	135,480	51.73%
ICE Field Offices   ICE	119,745	38.32%
ICE Tip Form   ICE	62,724	77.34%
Student and Exchange Visitor Program   ICE	61,543	49.76%
Oficina de Detención y Deportación   ICE	55,092	16.69%
Detention Facilities   ICE	50,944	34.18%
ICE   Servicio de Inmigración y Control de Aduanas de Estados Unidos	48,832	35.62%
I-901 SEVIS Fee   ICE	45,366	46.80%
Contact   ICE	37,332	56.94%

**Visits by Social Network**

Social Network	Sessions
Facebook	24,312
Twitter	2,318
LinkedIn	1,096
YouTube	547
Quora	232
reddit	232
Instagram	159
Naver	67
Instagram Stories	46
Snapchat	26



**Top keywords**

Keyword	Users	Time on Page
ice	123	02:48:21
ICE	45	00:58:06
undefined	45	02:38:06
ice detainee locator	42	02:26:25
sevis fee	35	00:45:41
enforcement centre	33	00:00:00
sevis	31	00:29:54
human trafficking	22	00:04:17
ice locator	19	00:58:16
ice system	18	00:00:00

# DHS.gov Customer Satisfaction Survey

7/1/21- 7/31/21

## Overall Customer Satisfaction Score

**73.58**

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

**62.01**

Answer Choices	Responses	Points	Score
▪ Outstanding	82	100	8200
▪ Above Average	73	75	5475
▪ Average	67	50	3350
▪ Below Average	21	25	525
▪ Poor	40	0	0
<b>Total</b>	<b>283</b>		<b>17550</b>

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

**60.42**

Answer Choices	Responses	Points	Score
▪ Yes	171	100	17100
▪ No	112	0	0
<b>Total</b>	<b>283</b>		<b>17100</b>

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

**85.84**

Answer Choices	Responses	Points	Score
▪ Yes	188	100	18800
▪ No	31	0	0
<b>Total</b>	<b>219</b>		<b>18800</b>

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

**80.72**

Answer Choices	Responses	Points	Score
▪ Yes	180	100	18000
▪ No	43	0	0
<b>Total</b>	<b>223</b>		<b>18000</b>

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

**53.76**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	100	100	10000
▪ Had technical difficulties (e.g. error messages, broken links)	10	0	0
▪ Links did not take me where I expected	13	0	0
▪ Links / labels are difficult to understand, they are not intuitive	1	0	0
▪ Navigated to general area but couldn't find the specific content needed	34	0	0
▪ Too many links or navigational choices	13	0	0
▪ Would often feel lost, not know where I was	15	0	0
<b>Total</b>	<b>186</b>		<b>10000</b>

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

**#VALUE!**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	64	100	6400
▪ I was not sure what words to use in my search	17	0	0
▪ Results were not helpful	18	0	0
▪ Results were not relevant to my search terms or needs	8	0	0
▪ Results were too similar / redundant	9	0	0
▪ Returned not enough or no results	6	0	0
▪ Returned too many results	8	0	0
<b>Total</b>	<b>u</b>		<b>6400</b>

# DHS.gov Customer Satisfaction Survey

Time period :7/1/2021 -7/31/2021

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	31	10.95%
▪ Student Exchange Visitor	51	18.02%
▪ Online Detainee	26	9.19%
▪ Investigations	14	4.95%
▪ Contracting opportunities	5	1.77%
▪ Email, RSS feeds, or subscription services	6	2.12%
▪ Forms or publications	11	3.89%
▪ Immigration Enforcement	40	14.13%
▪ Information about ICE (leadership, history, etc.)	14	4.95%
▪ Jobs / career information	37	13.07%
▪ Law enforcement	10	3.53%
▪ News	13	4.59%
▪ Photographs	3	1.06%
▪ Small business resources	2	0.71%
▪ Training	0	0.00%
▪ Videos	0	0.00%
▪ Cybersecurity	4	1.41%
▪ Human trafficking	16	5.65%
<b>Total</b>	<b>283</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	6.93%
▪ Content wasn't easy to understand	42	41.58%
▪ Error on page	19	18.81%
▪ Multimedia / technical problem	15	14.85%
▪ Outdated information	18	17.82%
<b>Total</b>	<b>101</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	11	5.02%
▪ Educator	12	5.48%
▪ Federal government employee	9	4.11%
▪ First responder / law enforcement official	6	2.74%
▪ Government contractor	9	4.11%
▪ International visitor	5	2.28%
▪ Job seeker	20	9.13%
▪ Media representative	0	0.00%
▪ Non-profit staff or volunteer	16	7.31%
▪ State, tribal, territorial or local government representative	4	1.83%
▪ Student	58	26.48%
▪ Traveler (domestic or international)	7	3.20%
▪ Other	62	28.31%
<b>Total</b>	<b>219</b>	<b>100%</b>