

ICE.gov Web Analytics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Total Visits
456,769
% of Total: 100.00% (456,769)

Avg. Visit Duration
00:02:32
Avg for View: 00:02:32 (0.00%)

Pageviews
788,693
% of Total: 100.00% (788,693)

Unique Visitors
246,588
% of Total: 100.00% (246,588)

Avg. Pages / Visit
1.73
Avg for View: 1.73 (0.00%)

Avg. Time on Page
00:03:29
Avg for View: 00:03:29 (0.00%)

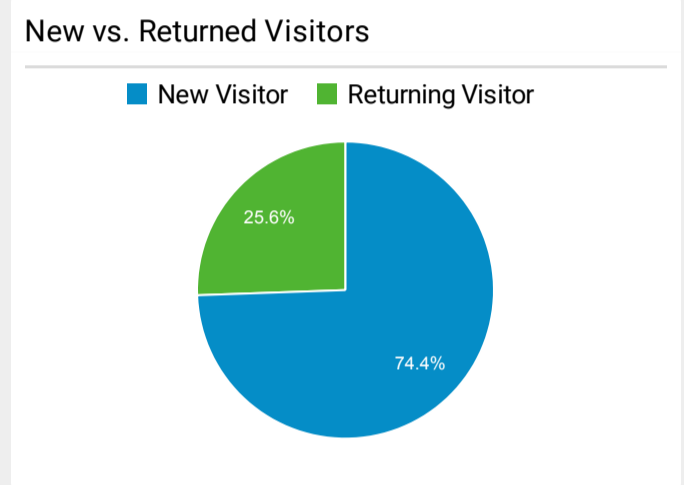
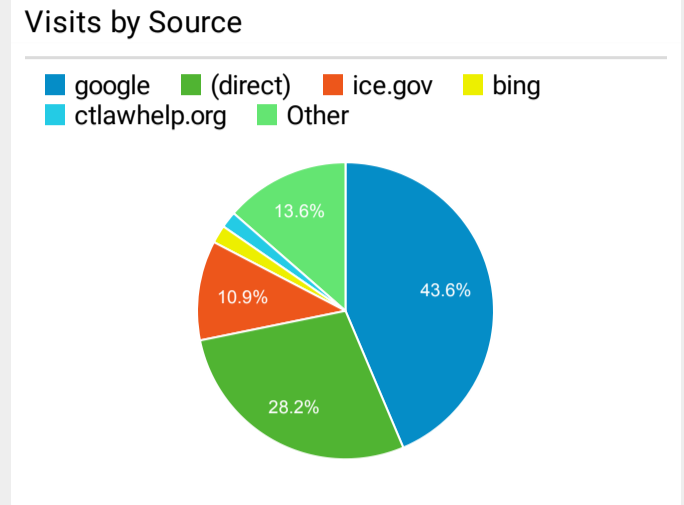
Bounce Rate
67.08%
Avg for View: 67.08% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	507,619	64.97%
ICE Field Offices ICE	21,305	57.03%
ICE U.S. Immigration and Customs Enforcement	17,845	57.81%
Check-In ICE	12,476	69.70%
Oficina de Detención y Deportación ICE	11,501	62.50%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	10,587	60.14%
Student and Exchange Visitor Program ICE	9,389	67.01%
ICE Tip Form ICE	9,166	80.67%
Reportarse ICE	7,834	69.32%
I-901 SEVIS Fee ICE	6,993	75.58%

Visits by Social Network

Social Network	Sessions
Facebook	7,501
YouTube	1,059
Twitter	293
reddit	149
Instagram	122
LinkedIn	48
Quora	30
Vkontakte	14
Snapchat	13
WordPress	9



Top keywords

Keyword	Users	Time on Page
ad.1	60	00:47:41
ad.3	52	00:21:38
ad.2	25	00:00:15
ice	16	00:04:00
sevis fee	16	00:09:37
ICE	13	00:18:54
ice detainee locator	10	00:20:26
ice locator	9	01:01:27
ad.4	7	00:00:55
ice inmate locator	6	00:27:58

DHS.gov Customer Satisfaction Survey

7/1/22- 7/31/22

Overall Customer Satisfaction Score

63.92

How would you rate your overall experience today?

60.79

Answer Choices	Responses	Points	Score
▪ Outstanding	115	100	11500
▪ Above Average	109	75	8175
▪ Average	130	50	6500
▪ Below Average	35	25	875
▪ Poor	56	0	0
Total	445		27050

Were you able to complete the purpose of your visit?

55.73

Answer Choices	Responses	Points	Score
▪ Yes	248	100	24800
▪ No	197	0	0
Total	445		24800

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

84.57

Answer Choices	Responses	Points	Score
▪ Yes	307	100	30700
▪ No	56	0	0
Total	363		30700

Will you recommend this website to a friend or colleague?

77.60

Answer Choices	Responses	Points	Score
▪ Yes	284	100	28400
▪ No	82	0	0
Total	366		28400

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

54.37

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	168	100	16800
▪ Had technical difficulties (e.g. error messages, broken links)	17	0	0
▪ Links did not take me where I expected	34	0	0
▪ Links / labels are difficult to understand, they are not intuitive	9	0	0
▪ Navigated to general area but couldn't find the specific content needed	49	0	0
▪ Too many links or navigational choices	10	0	0
▪ Would often feel lost, not know where I was	22	0	0
Total	309		16800

How was your experience using our site search?

44.68

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	105	100	10500
▪ I was not sure what words to use in my search	29	0	0
▪ Results were not helpful	36	0	0
▪ Results were not relevant to my search terms or needs	31	0	0
▪ Results were too similar / redundant	7	0	0
▪ Returned not enough or no results	21	0	0
▪ Returned too many results	6	0	0
Total	235		10500

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	50	11.24%
▪ Student Exchange Visitor	75	16.85%
▪ Online Detainee	43	9.66%
▪ Investigations	26	5.84%
▪ Contracting opportunities	1	0.22%
▪ Email, RSS feeds, or subscription services	8	1.80%
▪ Forms or publications	11	2.47%
▪ Immigration Enforcement	84	18.88%
▪ Information about ICE (leadership, history, etc.)	23	5.17%
▪ Jobs / career information	42	9.44%
▪ Law enforcement	21	4.72%
▪ News	15	3.37%
▪ Photographs	5	1.12%
▪ Small business resources	5	1.12%
▪ Training	9	2.02%
▪ Videos	3	0.67%
▪ Cybersecurity	11	2.47%
▪ Human trafficking	13	2.92%
Total	445	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	16	8.79%
▪ Content wasn't easy to understand	23	12.64%
▪ Error on page	31	17.03%
▪ Multimedia / technical problem	25	13.74%
▪ Outdated information	87	47.80%
Total	182	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	20	5.59%
▪ Educator	12	3.35%
▪ Federal government employee	19	5.31%
▪ First responder / law enforcement official	11	3.07%
▪ Government contractor	13	3.63%
▪ International visitor	22	6.15%
▪ Job seeker	33	9.22%
▪ Media representative	0	0.00%
▪ Non-profit staff or volunteer	26	7.26%
▪ State, tribal, territorial or local government representative	10	2.79%
▪ Student	60	16.76%
▪ Traveler (domestic or international)	12	3.35%
▪ Other	120	33.52%
Total	358	100%