

ICE.gov Web Analytics

Mar 1, 2022 - Mar 31, 2022

All Users
100.00% Sessions

Total Visits
1,353,846
% of Total: 100.00% (1,353,846)

Avg. Visit Duration
00:02:25
Avg for View: 00:02:25 (0.00%)

Pageviews
2,509,002
% of Total: 100.00% (2,509,002)

Unique Visitors
797,603
% of Total: 100.00% (797,603)

Avg. Pages / Visit
1.85
Avg for View: 1.85 (0.00%)

Avg. Time on Page
00:02:49
Avg for View: 00:02:49 (0.00%)

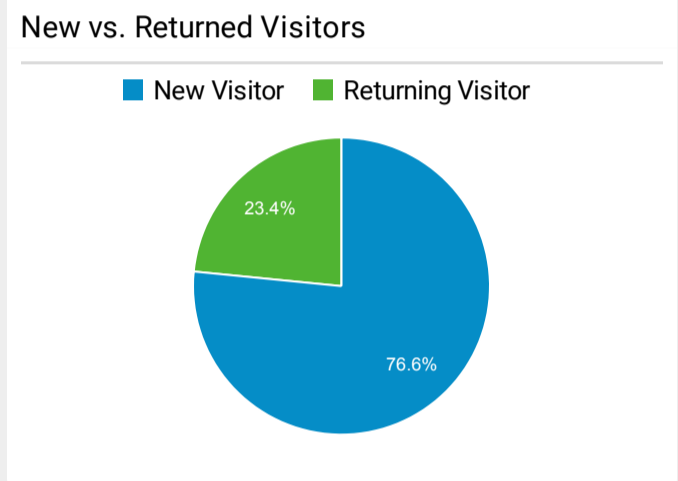
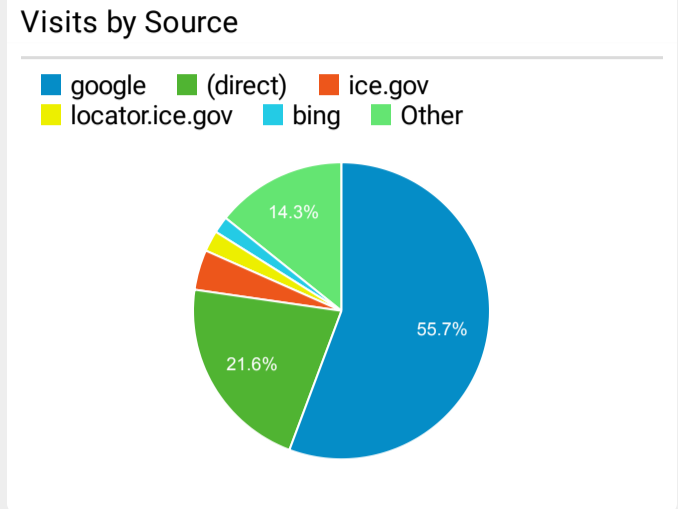
Bounce Rate
59.75%
Avg for View: 59.75% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	691,865	63.06%
ICE U.S. Immigration and Customs Enforcement	172,516	51.74%
ICE Field Offices ICE	149,085	40.16%
ICE Tip Form ICE	70,674	80.04%
Detention Facilities ICE	69,131	35.98%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	67,795	34.36%
Oficina de Detención y Deportación ICE	67,457	16.29%
Check-In ICE	57,007	29.17%
Student and Exchange Visitor Program ICE	50,946	52.51%
Contact ICE	49,700	57.74%

Visits by Social Network

Social Network	Sessions
Facebook	9,531
Twitter	2,352
LinkedIn	1,153
YouTube	1,093
Instagram	726
reddit	270
Quora	163
Naver	59
Snapchat	34
Blogger	31



Top keywords

Keyword	Users	Time on Page
ice	66	00:59:15
ICE	22	01:01:21
ice detainee locator	21	01:55:10
ice locator	15	00:41:29
immigration and customs enforcement	9	00:35:41
sevis	9	00:03:18
hsi	8	00:58:04
ice inmate locator	8	00:15:19
homeland security investigations	6	00:03:34
Ice	6	00:22:14

DHS.gov Customer Satisfaction Survey

3/1/22- 3/31/22

Overall Customer Satisfaction Score

64.09

How would you rate your overall experience today?

62.06

Answer Choices	Responses	Points	Score
▪ Outstanding	109	100	10900
▪ Above Average	85	75	6375
▪ Average	100	50	5000
▪ Below Average	25	25	625
▪ Poor	50	0	0
Total	369		22900

Were you able to complete the purpose of your visit?

55.28

Answer Choices	Responses	Points	Score
▪ Yes	204	100	20400
▪ No	165	0	0
Total	369		20400

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

87.28

Answer Choices	Responses	Points	Score
▪ Yes	247	100	24700
▪ No	36	0	0
Total	283		24700

Will you recommend this website to a friend or colleague?

81.66

Answer Choices	Responses	Points	Score
▪ Yes	236	100	23600
▪ No	53	0	0
Total	289		23600

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

47.70

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	114	100	11400
▪ Had technical difficulties (e.g. error messages, broken links)	12	0	0
▪ Links did not take me where I expected	20	0	0
▪ Links / labels are difficult to understand, they are not intuitive	12	0	0
▪ Navigated to general area but couldn't find the specific content needed	44	0	0
▪ Too many links or navigational choices	21	0	0
▪ Would often feel lost, not know where I was	16	0	0
Total	239		11400

How was your experience using our site search?

43.72

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	80	100	8000
▪ I was not sure what words to use in my search	26	0	0
▪ Results were not helpful	29	0	0
▪ Results were not relevant to my search terms or needs	15	0	0
▪ Results were too similar / redundant	5	0	0
▪ Returned not enough or no results	15	0	0
▪ Returned too many results	13	0	0
Total	183		8000

DHS.gov Customer Satisfaction Survey

Time period :3/1/2022-3/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	42	11.38%
▪ Student Exchange Visitor	46	12.47%
▪ Online Detainee	46	12.47%
▪ Investigations	23	6.23%
▪ Contracting opportunities	5	1.36%
▪ Email, RSS feeds, or subscription services	7	1.90%
▪ Forms or publications	14	3.79%
▪ Immigration Enforcement	73	19.78%
▪ Information about ICE (leadership, history, etc.)	30	8.13%
▪ Jobs / career information	24	6.50%
▪ Law enforcement	12	3.25%
▪ News	14	3.79%
▪ Photographs	2	0.54%
▪ Small business resources	2	0.54%
▪ Training	2	0.54%
▪ Videos	4	1.08%
▪ Cybersecurity	7	1.90%
▪ Human trafficking	16	4.34%
Total	369	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	14	9.93%
▪ Content wasn't easy to understand	18	12.77%
▪ Error on page	19	13.48%
▪ Multimedia / technical problem	24	17.02%
▪ Outdated information	66	46.81%
Total	141	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	5	1.75%
▪ Educator	13	4.56%
▪ Federal government employee	15	5.26%
▪ First responder / law enforcement official	14	4.91%
▪ Government contractor	5	1.75%
▪ International visitor	20	7.02%
▪ Job seeker	26	9.12%
▪ Media representative	1	0.35%
▪ Non-profit staff or volunteer	13	4.56%
▪ State, tribal, territorial or local government representative	6	2.11%
▪ Student	55	19.30%
▪ Traveler (domestic or international)	6	2.11%
▪ Other	106	37.19%
Total	285	100%