

ICE.gov Web Analytics

May 1, 2021 - May 31, 2021

All Users
100.00% Sessions

Total Visits
1,003,793
% of Total: 100.00% (1,003,793)

Avg. Visit Duration
00:02:03
Avg for View: 00:02:03 (0.00%)

Pageviews
1,817,729
% of Total: 100.00% (1,817,729)

Unique Visitors
669,065
% of Total: 100.00% (669,065)

Avg. Pages / Visit
1.81
Avg for View: 1.81 (0.00%)

Avg. Time on Page
00:02:31
Avg for View: 00:02:31 (0.00%)

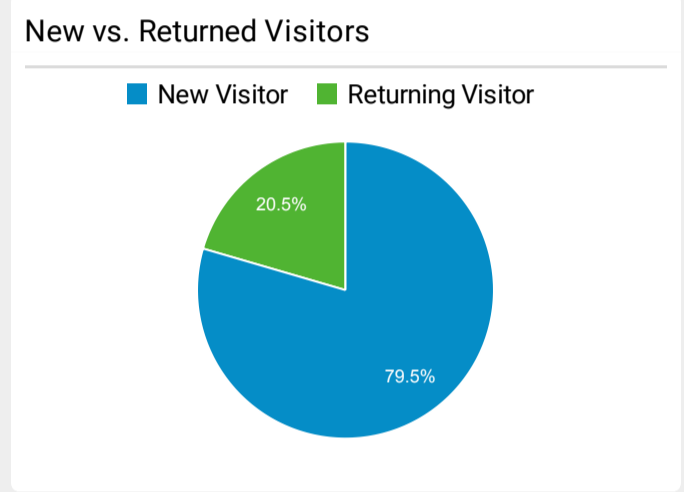
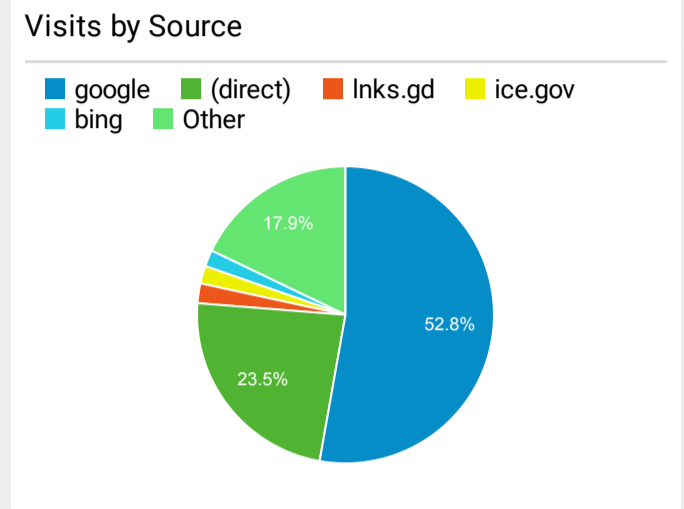
Bounce Rate
62.55%
Avg for View: 62.55% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	331,804	66.98%
ICE U.S. Immigration and Customs Enforcement	118,134	49.42%
ICE Field Offices ICE	101,301	40.11%
Student and Exchange Visitor Program ICE	68,870	52.56%
ICE Tip Form ICE	60,950	78.80%
I-901 SEVIS Fee ICE	55,665	45.56%
Detention Facilities ICE	47,463	35.35%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	38,192	35.46%
Oficina de Detención y Deportación ICE	36,110	17.12%
Contact ICE	35,266	59.65%

Visits by Social Network

Social Network	Sessions
Facebook	9,377
Twitter	2,288
LinkedIn	1,556
YouTube	494
Quora	183
Instagram	167
reddit	145
Naver	68
Instagram Stories	61
Snapchat	36



Top keywords

Keyword	Users	Time on Page
ice	145	03:23:49
sevis	61	00:49:31
ice detainee locator	58	02:38:59
ICE	53	01:54:12
sevis fee	38	01:44:00
undefined	36	05:29:51
ice locator	33	00:51:06
immigration and customs enforcement	19	00:49:49
hsi	15	00:23:21
human trafficking	15	00:00:24

DHS.gov Customer Satisfaction Survey

5/1/21-5/30/21

Overall Customer Satisfaction Score

69.79

How would you rate your overall experience today?

69.57

Answer Choices	Responses	Points	Score
▪ Outstanding	107	100	10700
▪ Above Average	66	75	4950
▪ Average	64	50	3200
▪ Below Average	14	25	350
▪ Poor	25	0	0
Total	276		19200

Were you able to complete the purpose of your visit?

65.22

Answer Choices	Responses	Points	Score
▪ Yes	180	100	18000
▪ No	96	0	0
Total	276		18000

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

84.09

Answer Choices	Responses	Points	Score
▪ Yes	185	100	18500
▪ No	35	0	0
Total	220		18500

Will you recommend this website to a friend or colleague?

79.56

Answer Choices	Responses	Points	Score
▪ Yes	179	100	17900
▪ No	46	0	0
Total	225		17900

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

59.70

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	120	100	12000
▪ Had technical difficulties (e.g. error messages, broken links)	10	0	0
▪ Links did not take me where I expected	16	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	23	0	0
▪ Too many links or navigational choices	9	0	0
▪ Would often feel lost, not know where I was	11	0	0
Total	201		12000

How was your experience using our site search?

53.97

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	68	100	6800
▪ I was not sure what words to use in my search	11	0	0
▪ Results were not helpful	17	0	0
▪ Results were not relevant to my search terms or needs	11	0	0
▪ Results were too similar / redundant	4	0	0
▪ Returned not enough or no results	11	0	0
▪ Returned too many results	4	0	0
Total	126		6800

DHS.gov Customer Satisfaction Survey

Time period :5/1/2021 -5/30/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	12	4.35%
▪ Student Exchange Visitor	62	22.46%
▪ Online Detainee	25	9.06%
▪ Investigations	17	6.16%
▪ Contracting opportunities	4	1.45%
▪ Email, RSS feeds, or subscription services	2	0.72%
▪ Forms or publications	11	3.99%
▪ Immigration Enforcement	45	16.30%
▪ Information about ICE (leadership, history, etc.)	13	4.71%
▪ Jobs / career information	36	13.04%
▪ Law enforcement	11	3.99%
▪ News	9	3.26%
▪ Photographs	3	1.09%
▪ Small business resources	2	0.72%
▪ Training	6	2.17%
▪ Videos	2	0.72%
▪ Cybersecurity	4	1.45%
▪ Human trafficking	12	4.35%
Total	276	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	10.84%
▪ Content wasn't easy to understand	42	50.60%
▪ Error on page	15	18.07%
▪ Multimedia / technical problem	8	9.64%
▪ Outdated information	9	10.84%
Total	83	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	9	4.05%
▪ Educator	8	3.60%
▪ Federal government employee	7	3.15%
▪ First responder / law enforcement official	5	2.25%
▪ Government contractor	5	2.25%
▪ International visitor	16	7.21%
▪ Job seeker	32	14.41%
▪ Media representative	5	2.25%
▪ Non-profit staff or volunteer	6	2.70%
▪ State, tribal, territorial or local government representative	1	0.45%
▪ Student	69	31.08%
▪ Traveler (domestic or international)	3	1.35%
▪ Other	56	25.23%
Total	222	100%