

ICE.gov Web Analytics

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Total Visits
1,051,738
% of Total: 100.00% (1,051,738)

Avg. Visit Duration
00:02:14
Avg for View: 00:02:14 (0.00%)

Pageviews
1,928,357
% of Total: 100.00% (1,928,357)

Unique Visitors
654,998
% of Total: 100.00% (654,998)

Avg. Pages / Visit
1.83
Avg for View: 1.83 (0.00%)

Avg. Time on Page
00:02:39
Avg for View: 00:02:39 (0.00%)

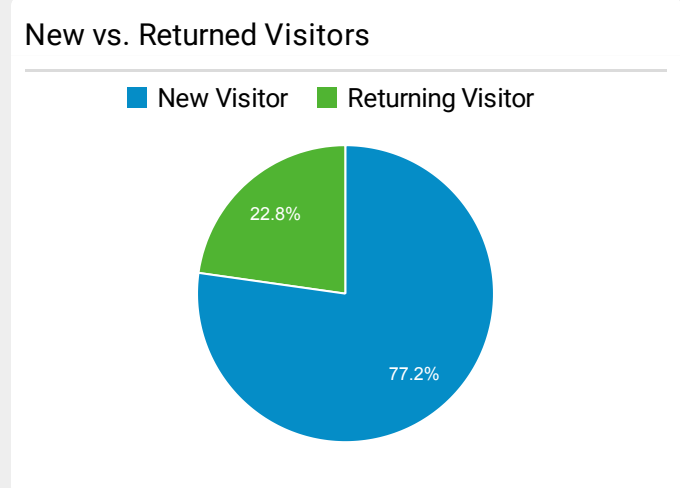
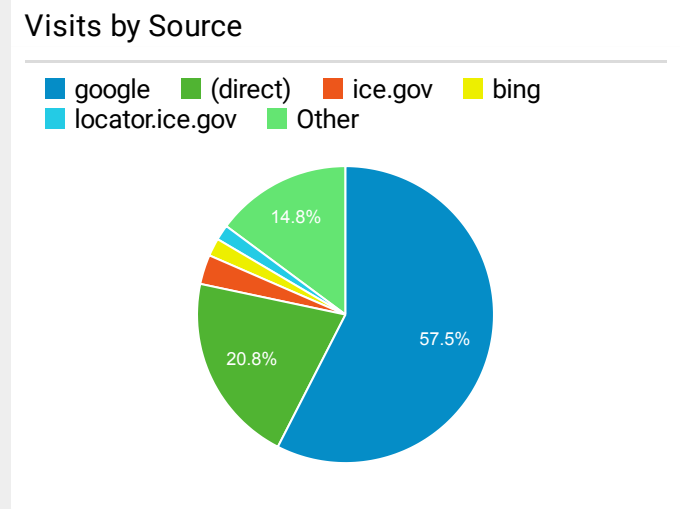
Bounce Rate
61.01%
Avg for View: 61.01% (0.00%)

Top Pages

| Page Title | Pageviews | Bounce Rate |
|--|-----------|-------------|
| (not set) | 442,914 | 65.55% |
| ICE U.S. Immigration and Customs Enforcement | 132,372 | 51.33% |
| ICE Field Offices ICE | 104,842 | 39.96% |
| ICE Tip Form ICE | 65,603 | 81.92% |
| Oficina de Detención y Deportación ICE | 64,556 | 17.40% |
| Check-In ICE | 55,226 | 40.02% |
| ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos | 54,734 | 34.92% |
| Student and Exchange Visitor Program ICE | 45,831 | 52.35% |
| Detention Facilities ICE | 44,495 | 37.14% |
| Contact ICE | 35,894 | 60.42% |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 12,809 |
| LinkedIn | 2,419 |
| Twitter | 1,774 |
| YouTube | 698 |
| Instagram | 472 |
| reddit | 347 |
| Quora | 149 |
| Naver | 57 |
| Blogger | 29 |
| WordPress | 28 |



Top keywords

| Keyword | Users | Time on Page |
|-------------------------------------|-------|--------------|
| ice | 84 | 02:38:06 |
| ice detainee locator | 27 | 01:25:02 |
| ICE | 25 | 00:42:58 |
| sevis | 25 | 00:32:54 |
| sevis fee | 19 | 00:03:48 |
| immigration | 17 | 00:03:33 |
| ice system | 12 | 00:00:00 |
| ice.gov | 12 | 00:23:13 |
| us report on human trafficking 2018 | 12 | 00:00:00 |
| 2018 human trafficking arrests | 10 | 00:00:00 |

DHS.gov Customer Satisfaction Survey

11/1/21- 11/31/21

Overall Customer Satisfaction Score **61.81**

How would you rate your overall experience today? **59.20**

| Answer Choices | Responses | Points | Score |
|-----------------|------------|--------|--------------|
| ▪ Outstanding | 71 | 100 | 7100 |
| ▪ Above Average | 49 | 75 | 3675 |
| ▪ Average | 68 | 50 | 3400 |
| ▪ Below Average | 25 | 25 | 625 |
| ▪ Poor | 37 | 0 | 0 |
| Total | 250 | | 14800 |

Were you able to complete the purpose of your visit? **56.00**

| Answer Choices | Responses | Points | Score |
|----------------|------------|--------|--------------|
| ▪ Yes | 140 | 100 | 14000 |
| ▪ No | 110 | 0 | 0 |
| Total | 250 | | 14000 |

Would you still return to this website if you could get this information or service from another source? **77.95**

| Answer Choices | Responses | Points | Score |
|----------------|------------|--------|--------------|
| ▪ Yes | 152 | 100 | 15200 |
| ▪ No | 43 | 0 | 0 |
| Total | 195 | | 15200 |

Will you recommend this website to a friend or colleague? **77.95**

| Answer Choices | Responses | Points | Score |
|----------------|------------|--------|--------------|
| ▪ Yes | 152 | 100 | 15200 |
| ▪ No | 43 | 0 | 0 |
| Total | 195 | | 15200 |

Please describe your experience finding your way around (navigating)ICE.gov today. **48.24**

NOTE: Excludes "Other" responses

| Answer Choices | Responses | Points | Score |
|---|------------|--------|-------------|
| ▪ Encountered no difficulties | 82 | 100 | 8200 |
| ▪ Had technical difficulties (e.g. error messages, broken links) | 15 | 0 | 0 |
| ▪ Links did not take me where I expected | 15 | 0 | 0 |
| ▪ Links / labels are difficult to understand, they are not intuitive | 10 | 0 | 0 |
| ▪ Navigated to general area but couldn't find the specific content needed | 32 | 0 | 0 |
| ▪ Too many links or navigational choices | 11 | 0 | 0 |
| ▪ Would often feel lost, not know where I was | 5 | 0 | 0 |
| Total | 170 | | 8200 |

How was your experience using our site search? **45.13**

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

| Answer Choices | Responses | Points | Score |
|---|------------|--------|-------------|
| ▪ Encountered no difficulties | 51 | 100 | 5100 |
| ▪ I was not sure what words to use in my search | 14 | 0 | 0 |
| ▪ Results were not helpful | 20 | 0 | 0 |
| ▪ Results were not relevant to my search terms or needs | 5 | 0 | 0 |
| ▪ Results were too similar / redundant | 3 | 0 | 0 |
| ▪ Returned not enough or no results | 16 | 0 | 0 |
| ▪ Returned too many results | 4 | 0 | 0 |
| Total | 113 | | 5100 |

DHS.gov Customer Satisfaction Survey

Time period :11/1/2021 -11/30/2021

Demographic Information

What Information were you looking for today?

| Answer Choices | Responses | Percentage |
|---|------------|-------------|
| ▪ Contact information | 26 | 10.40% |
| ▪ Student Exchange Visitor | 28 | 11.20% |
| ▪ Online Detainee | 20 | 8.00% |
| ▪ Investigations | 14 | 5.60% |
| ▪ Contracting opportunities | 1 | 0.40% |
| ▪ Email, RSS feeds, or subscription services | 3 | 1.20% |
| ▪ Forms or publications | 11 | 4.40% |
| ▪ Immigration Enforcement | 41 | 16.40% |
| ▪ Information about ICE (leadership, history, etc.) | 19 | 7.60% |
| ▪ Jobs / career information | 32 | 12.80% |
| ▪ Law enforcement | 13 | 5.20% |
| ▪ News | 11 | 4.40% |
| ▪ Photographs | 2 | 0.80% |
| ▪ Small business resources | 3 | 1.20% |
| ▪ Training | 7 | 2.80% |
| ▪ Videos | 2 | 0.80% |
| ▪ Cybersecurity | 4 | 1.60% |
| ▪ Human trafficking | 13 | 5.20% |
| Total | 250 | 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 | 10 | 10.64% |
| ▪ Content wasn't easy to understand | 15 | 15.96% |
| ▪ Error on page | 13 | 13.83% |
| ▪ Multimedia / technical problem | 13 | 13.83% |
| ▪ Outdated information | 43 | 45.74% |
| Total | 94 | 100% |

Which of the following best describes you?

| Answer Choices | Responses | Percentage |
|---|------------|-------------|
| ▪ Business representative | 7 | 3.66% |
| ▪ Educator | 9 | 4.71% |
| ▪ Federal government employee | 13 | 6.81% |
| ▪ First responder / law enforcement official | 8 | 4.19% |
| ▪ Government contractor | 5 | 2.62% |
| ▪ International visitor | 13 | 6.81% |
| ▪ Job seeker | 27 | 14.14% |
| ▪ Media representative | 4 | 2.09% |
| ▪ Non-profit staff or volunteer | 11 | 5.76% |
| ▪ State, tribal, territorial or local government representative | 3 | 1.57% |
| ▪ Student | 33 | 17.28% |
| ▪ Traveler (domestic or international) | 5 | 2.62% |
| ▪ Other | 53 | 27.75% |
| Total | 191 | 100% |