

ICE.gov Web Analytics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Total Visits

1,048,065

% of Total: 100.00% (1,048,065)



Avg. Visit Duration

00:01:52

Avg for View: 00:01:52 (0.00%)



Pageviews

1,893,584

% of Total: 100.00% (1,893,584)



Unique Visitors

759,119

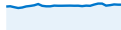
% of Total: 100.00% (759,119)



Avg. Pages / Visit

1.81

Avg for View: 1.81 (0.00%)



Avg. Time on Page

00:02:18

Avg for View: 00:02:18 (0.00%)



Bounce Rate

64.41%

Avg for View: 64.41% (0.00%)



Top Pages

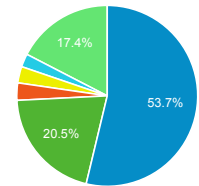
Page Title	Pageviews	Bounce Rate
(not set)	230,985	66.70%
ICE	195,687	44.66%
HSI Tip Form ICE	73,272	70.15%
ICE Guidance on COVID-19 ICE	48,665	69.54%
News Releases ICE	47,127	68.75%
Detention Facility Locator ICE	42,321	47.11%
Student and Exchange Visitor Program ICE	34,380	54.66%
Working for ICE ICE	34,205	34.30%
General Contact Information ICE	25,957	63.04%
19 aliens charged with voter fraud in North Carolina following ICE investigation ICE	24,654	88.97%

Visits by Social Network

Social Network	Sessions
Facebook	35,811
Twitter	15,137
LinkedIn	1,055
YouTube	708
Blogger	593
reddit	258
Instagram	166
Quora	149
Naver	42
Hacker News	25

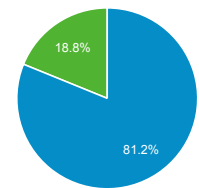
Visits by Source

google (direct) m.facebook.com Inks.gd dlvr.it Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	365	12:58:21
ice detainee locator	179	09:21:50
ICE	144	11:29:09
ice locator	75	07:32:59
ice inmate locator	65	02:14:22
immigration and customs enforcement	65	02:38:24
ice.gov	64	06:42:46
undefined	48	04:15:14
ice locator detainee	44	01:43:26
https://www.ice.gov/coronavirus	32	01:26:27

DHS.gov Customer Satisfaction Survey

9/1/20- 9/31/20

Overall Customer Satisfaction Score

63.74

How would you rate your overall experience today?

49.98

Answer Choices	Responses	Points	Score
▪ Outstanding	308	100	30800
▪ Above Average	249	75	18675
▪ Average	346	50	17300
▪ Below Average	92	25	2300
▪ Poor	387	0	0
Total	1382		69075

Were you able to complete the purpose of your visit?

69.03

Answer Choices	Responses	Points	Score
▪ Yes	954	100	95400
▪ No	428	0	0
Total	1382		95400

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

68.30

Answer Choices	Responses	Points	Score
▪ Yes	765	100	76500
▪ No	355	0	0
Total	1120		76500

Will you recommend this website to a friend or colleague?

68.30

Answer Choices	Responses	Points	Score
▪ Yes	765	100	76500
▪ No	355	0	0
Total	1120		76500

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

75.18

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	106	100	10600
▪ Had technical difficulties (e.g. error messages, broken links)	5	0	0
▪ Links did not take me where I expected	11	0	0
▪ Links / labels are difficult to understand, they are not intuitive	6	0	0
▪ Navigated to general area but couldn't find the specific content needed	8	0	0
▪ Too many links or navigational choices	3	0	0
▪ Would often feel lost, not know where I was	2	0	0
Total	141		10600

How was your experience using our site search?

61.97

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	44	100	4400
▪ I was not sure what words to use in my search	8	0	0
▪ Results were not helpful	5	0	0
▪ Results were not relevant to my search terms or needs	6	0	0
▪ Results were too similar / redundant	0	0	0
▪ Returned not enough or no results	3	0	0
▪ Returned too many results	5	0	0
Total	71		4400

DHS.gov Customer Satisfaction Survey

Time period :9/1/2020 -9/30/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	15	7.32%
▪ Student Exchange Visitor	25	12.20%
▪ Online Detainee	7	3.41%
▪ Investigations	21	10.24%
▪ Contracting opportunities	2	0.98%
▪ Email, RSS feeds, or subscription services	4	1.95%
▪ Forms or publications	11	5.37%
▪ Immigration Enforcement	37	18.05%
▪ Information about ICE (leadership, history, etc.)	17	8.29%
▪ Jobs / career information	17	8.29%
▪ Law enforcement	11	5.37%
▪ News	16	7.80%
▪ Photographs	1	0.49%
▪ Small business resources	2	0.98%
▪ Training	0	0.00%
▪ Videos	0	0.00%
▪ Cybersecurity	2	0.98%
▪ Human trafficking	17	8.29%
Total	205	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	6	10.71%
▪ Content wasn't easy to understand	17	30.36%
▪ Error on page	10	17.86%
▪ Multimedia / technical problem	7	12.50%
▪ Outdated information	16	28.57%
Total	56	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	4	2.31%
▪ Educator	9	5.20%
▪ Federal government employee	12	6.94%
▪ First responder / law enforcement official	5	2.89%
▪ Government contractor	3	1.73%
▪ International visitor	4	2.31%
▪ Job seeker	12	6.94%
▪ Media representative	3	1.73%
▪ Non-profit staff or volunteer	5	2.89%
▪ State, tribal, territorial or local government representative	6	3.47%
▪ Student	36	20.81%
▪ Traveler (domestic or international)	2	1.16%
▪ Other	72	41.62%
Total	173	100%