

ICE.gov Web Analytics

1 Sept 2022 - 30 Sept 2022

All Users  
100.00% Sessions

**Total Visits**  
**803,635**  
% of Total: 100.00% (803,635)

**Avg. Visit Duration**  
**00:02:18**  
Avg for View: 00:02:18 (0.00%)

**Pageviews**  
**1,429,609**  
% of Total: 100.00% (1,429,609)

**Unique Visitors**  
**474,250**  
% of Total: 100.00% (474,250)

**Avg. Pages / Visit**  
**1.78**  
Avg for View: 1.78 (0.00%)

**Avg. Time on Page**  
**00:02:57**  
Avg for View: 00:02:57 (0.00%)

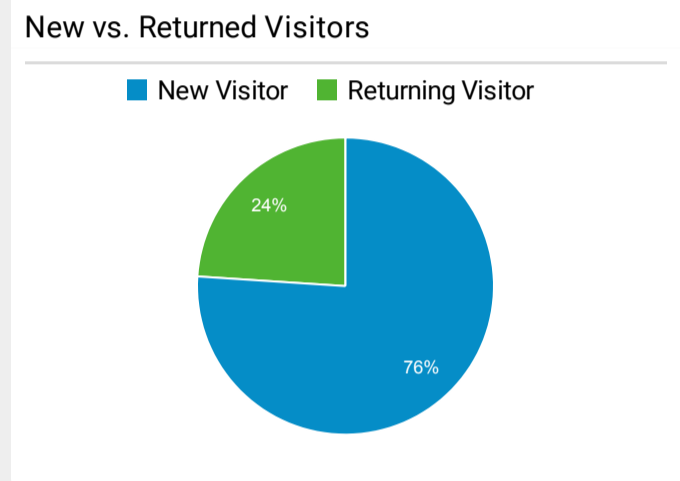
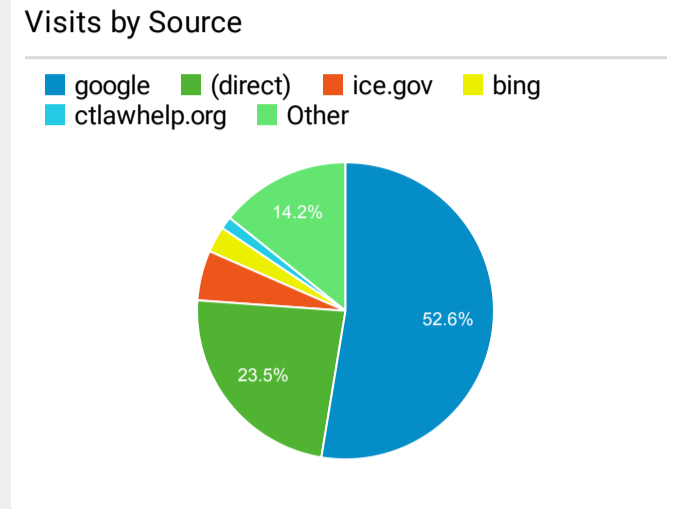
**Bounce Rate**  
**68.17%**  
Avg for View: 68.17% (0.00%)

**Top Pages**

Page Title	Page Views	Bounce Rate
(not set)	452,708	66.59%
ICE Field Offices   ICE	87,573	50.30%
ICE   U.S. Immigration and Customs Enforcement	72,268	54.17%
Check-In   ICE	52,564	64.91%
Oficina de Detención y Deportación   ICE	39,186	59.63%
ICE   Servicio de Inmigración y Control de Aduanas de Estados Unidos	34,952	54.57%
Reportarse   ICE	30,114	66.19%
ICE Tip Form   ICE	29,853	79.60%
Student and Exchange Visitor Program   ICE	27,164	67.25%
Detention Facilities   ICE	26,066	35.58%

**Visits by Social Network**

Social Network	Sessions
Facebook	7,492
YouTube	1,159
Twitter	1,043
Instagram	237
reddit	205
LinkedIn	107
Quora	99
Instagram Stories	42
Vkontakte	28
Snapchat	26



**Top keywords**

Keyword	Users	Time on Page
ice	25	00:59:02
ad.1	9	00:00:34
https://locator.ice.gov/odls/#/in dex	9	00:29:45
ICE	9	00:01:58
ice detainee locator	8	00:08:46
locator.ice.gov	7	00:43:04
ice locator	6	00:49:10
sevis	6	00:00:31
detainee locator	4	00:04:53
i-901 fee	4	00:00:01

# DHS.gov Customer Satisfaction Survey

9/1/22- 9/30/22

## Overall Customer Satisfaction Score

**63.62**

### How would you rate your overall experience today?

**61.54**

Answer Choices	Responses	Points	Score
▪ Outstanding	132	100	13200
▪ Above Average	87	75	6525
▪ Average	133	50	6650
▪ Below Average	38	25	950
▪ Poor	54	0	0
<b>Total</b>	<b>444</b>		<b>27325</b>

### Were you able to complete the purpose of your visit?

**54.05**

Answer Choices	Responses	Points	Score
▪ Yes	240	100	24000
▪ No	204	0	0
<b>Total</b>	<b>444</b>		<b>24000</b>

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

**83.19**

Answer Choices	Responses	Points	Score
▪ Yes	282	100	28200
▪ No	57	0	0
<b>Total</b>	<b>339</b>		<b>28200</b>

### Will you recommend this website to a friend or colleague?

**80.99**

Answer Choices	Responses	Points	Score
▪ Yes	277	100	27700
▪ No	65	0	0
<b>Total</b>	<b>342</b>		<b>27700</b>

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

**52.54**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	155	100	15500
▪ Had technical difficulties (e.g. error messages, broken links)	11	0	0
▪ Links did not take me where I expected	26	0	0
▪ Links / labels are difficult to understand, they are not intuitive	8	0	0
▪ Navigated to general area but couldn't find the specific content needed	61	0	0
▪ Too many links or navigational choices	15	0	0
▪ Would often feel lost, not know where I was	19	0	0
<b>Total</b>	<b>295</b>		<b>15500</b>

### How was your experience using our site search?

**44.75**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	98	100	9800
▪ I was not sure what words to use in my search	21	0	0
▪ Results were not helpful	33	0	0
▪ Results were not relevant to my search terms or needs	18	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	29	0	0
▪ Returned too many results	8	0	0
<b>Total</b>	<b>219</b>		<b>9800</b>

# DHS.gov Customer Satisfaction Survey

Time period :9/1/2022-9/31/2022

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	43	9.68%
▪ Student Exchange Visitor	44	9.91%
▪ Online Detainee	50	11.26%
▪ Investigations	22	4.95%
▪ Contracting opportunities	6	1.35%
▪ Email, RSS feeds, or subscription services	10	2.25%
▪ Forms or publications	21	4.73%
▪ Immigration Enforcement	84	18.92%
▪ Information about ICE (leadership, history, etc.)	40	9.01%
▪ Jobs / career information	36	8.11%
▪ Law enforcement	21	4.73%
▪ News	7	1.58%
▪ Photographs	3	0.68%
▪ Small business resources	1	0.23%
▪ Training	12	2.70%
▪ Videos	5	1.13%
▪ Cybersecurity	10	2.25%
▪ Human trafficking	29	6.53%
<b>Total</b>	<b>444</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	13	7.22%
▪ Content wasn't easy to understand	26	14.44%
▪ Error on page	22	12.22%
▪ Multimedia / technical problem	26	14.44%
▪ Outdated information	93	51.67%
<b>Total</b>	<b>180</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	13	3.88%
▪ Educator	19	5.67%
▪ Federal government employee	16	4.78%
▪ First responder / law enforcement official	8	2.39%
▪ Government contractor	7	2.09%
▪ International visitor	23	6.87%
▪ Job seeker	29	8.66%
▪ Media representative	2	0.60%
▪ Non-profit staff or volunteer	18	5.37%
▪ State, tribal, territorial or local government representative	7	2.09%
▪ Student	67	20.00%
▪ Traveler (domestic or international)	10	2.99%
▪ Other	116	34.63%
<b>Total</b>	<b>335</b>	<b>100%</b>