

DHS.gov Customer Satisfaction Survey

8/1/18- 8/31/18

Overall Customer Satisfaction Score

76.27

How would you rate your overall experience today?

71.61

Answer Choices	Responses	Points	Score
▪ Outstanding	196	100	19600
▪ Above Average	150	75	11250
▪ Average	144	50	7200
▪ Below Average	22	25	550
▪ Poor	27	0	0
Total	539		38600

Were you able to complete the purpose of your visit?

75.51

Answer Choices	Responses	Points	Score
▪ Yes	407	100	40700
▪ No	132	0	0
Total	539		40700

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

88.43

Answer Choices	Responses	Points	Score
▪ Yes	474	100	47400
▪ No	62	0	0
Total	536		47400

Will you recommend this website to a friend or colleague?

85.34

Answer Choices	Responses	Points	Score
▪ Yes	460	100	46000
▪ No	79	0	0
Total	539		46000

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

70.89

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	397	100	39700
▪ Had technical difficulties (e.g. error messages, broken links)	16	0	0
▪ Links did not take me where I expected	27	0	0
▪ Links / labels are difficult to understand, they are not intuitive	16	0	0
▪ Navigated to general area but couldn't find the specific content needed	68	0	0
▪ Too many links or navigational choices	19	0	0
▪ Would often feel lost, not know where I was	17	0	0
Total	560		39700

How was your experience using our site search?

57.29

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	165	100	16500
▪ I was not sure what words to use in my search	32	0	0
▪ Results were not helpful	38	0	0
▪ Results were not relevant to my search terms or needs	24	0	0
▪ Results were too similar / redundant	5	0	0
▪ Returned not enough or no results	17	0	0
▪ Returned too many results	7	0	0
Total	288		16500

DHS.gov Customer Satisfaction Survey

Time period: 8/1/2018 -8/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	40	5.45%
▪ Student Exchange Visitor	96	3200.00%
▪ Online Detainee	38	5.18%
▪ Investigations	44	146.67%
▪ Contracting opportunities	10	1.36%
▪ Email, RSS feeds, or subscription services	3	0.41%
▪ Forms or publications	20	2.72%
▪ Immigration Enforcement	172	23.43%
▪ Information about ICE (leadership, history, etc.)	41	5.59%
▪ Jobs / career information	119	16.21%
▪ Law enforcement	41	5.59%
▪ News	46	6.27%
▪ Photographs	6	0.82%
▪ Small business resources	3	0.41%
▪ Training	30	4.09%
▪ Videos	0	0.00%
▪ Cybersecurity	3	0.41%
▪ Human trafficking	22	3.00%
Total	734	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	16	9.82%
▪ Content wasn't easy to understand	71	43.56%
▪ Error on page	26	15.95%
▪ Multimedia / technical problem	28	17.18%
▪ Outdated information	22	13.50%
Total	163	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	86	11.72%
▪ Educator	75	10.22%
▪ Federal government employee	46	6.27%
▪ First responder / law enforcement official	31	4.22%
▪ Government contractor	23	3.13%
▪ International visitor	43	5.86%
▪ Job seeker	118	16.08%
▪ Media representative	18	2.45%
▪ Non-profit staff or volunteer	68	9.26%
▪ State, tribal, territorial or local government representative	14	1.91%
▪ Student	188	25.61%
▪ Traveler (domestic or international)	24	3.27%
▪ Other	0	0.00%
Total	734	100%

ICE.gov Web Analytics

Aug 1, 2018 - Aug 31, 2018

All Users
100.00% Sessions

Total Visits

1,155,923

% of Total: 100.00% (1,155,923)



Avg. Visit Duration

00:02:19

Avg for View: 00:02:19 (0.00%)



Pageviews

2,200,973

% of Total: 100.00% (2,200,973)



Unique Visitors

748,260

% of Total: 100.00% (748,260)



Avg. Pages / Visit

1.90

Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:02:33

Avg for View: 00:02:33 (0.00%)



Bounce Rate

61.82%

Avg for View: 61.82% (0.00%)



Top Pages

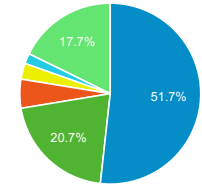
Page Title	Pageviews	Bounce Rate
(not set)	447,593	64.53%
ICE	233,950	39.00%
HSI Tip Form ICE	80,274	73.06%
Detention Facility Locator ICE	50,653	38.78%
Student and Exchange Visitor Program ICE	49,993	50.13%
Working for ICE ICE	49,091	32.84%
News Releases ICE	42,519	59.12%
Enforcement and Removal Operations Field Offices ICE	40,225	50.59%
General Contact Information ICE	37,589	57.56%
Contact ICE Field Offices ICE	30,656	47.29%

Visits by Social Network

Social Network	Sessions
Twitter	21,561
Facebook	21,176
reddit	902
LinkedIn	493
Blogger	354
wikiHow	243
YouTube	237
Instagram	212
Quora	188
Vkontakte	66

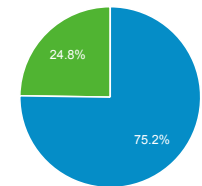
Visits by Source

google (direct) dlvr.it
bing t.co Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	246	09:28:35
ICE	114	05:27:44
sevis fee	86	02:05:04
ice.gov	73	03:36:18
乌克兰child	67	03:21:25
ice detainee locator	60	03:19:22
ice locator	54	03:27:46
sevis	45	00:57:28
https://locator.ice.gov/odls/#/index	38	02:04:37
amazon	33	00:00:00