




Date
Feb 1, 2025 - Feb 28, 2025

Filters

- Agency exactly matches DHS
- Sub Agency exactly matches DHS.GOV

 DHS Results

Agency	↓ Views	Sessions	Bounce rate	Total users
Totals	5,785,574	3,744,694	46.96%	3,104,622
1 DHS	5,785,574	3,744,694	46.96%	3,104,622

All Users

Add comparison

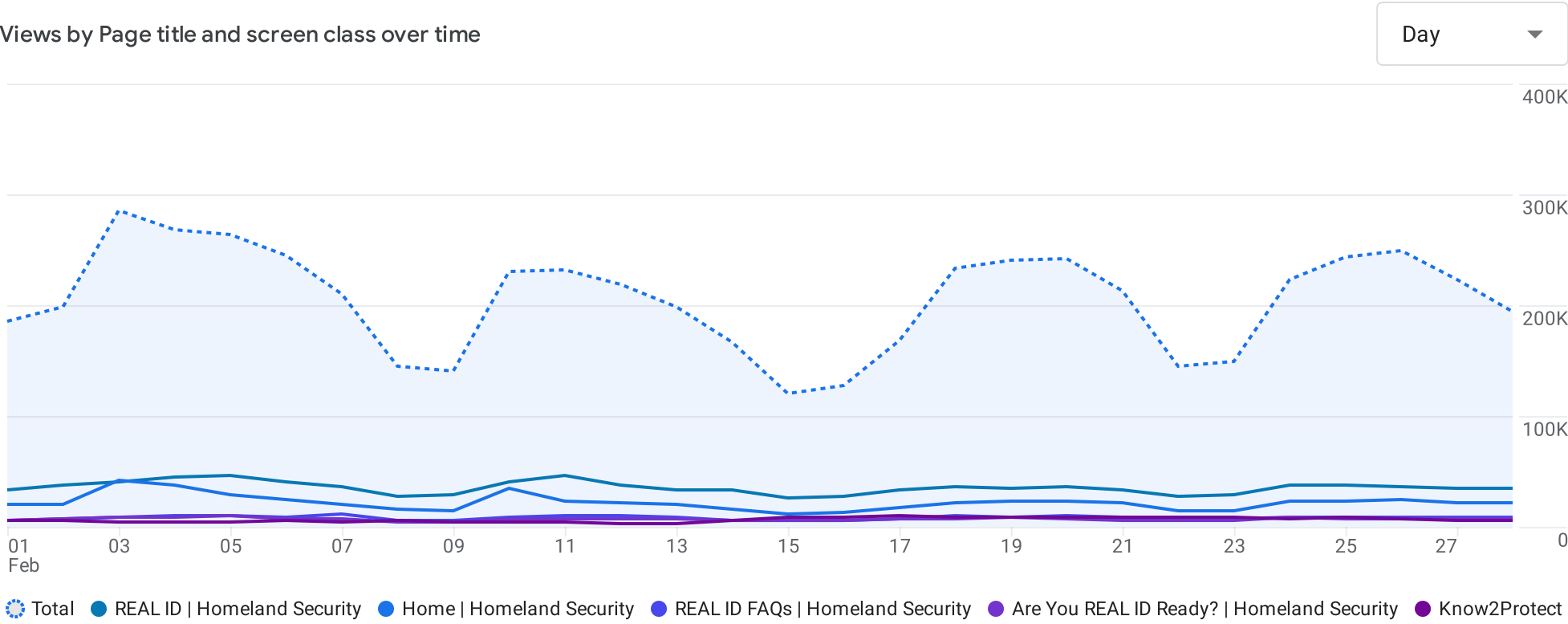
Custom

Feb 1 - Feb 28, 2025

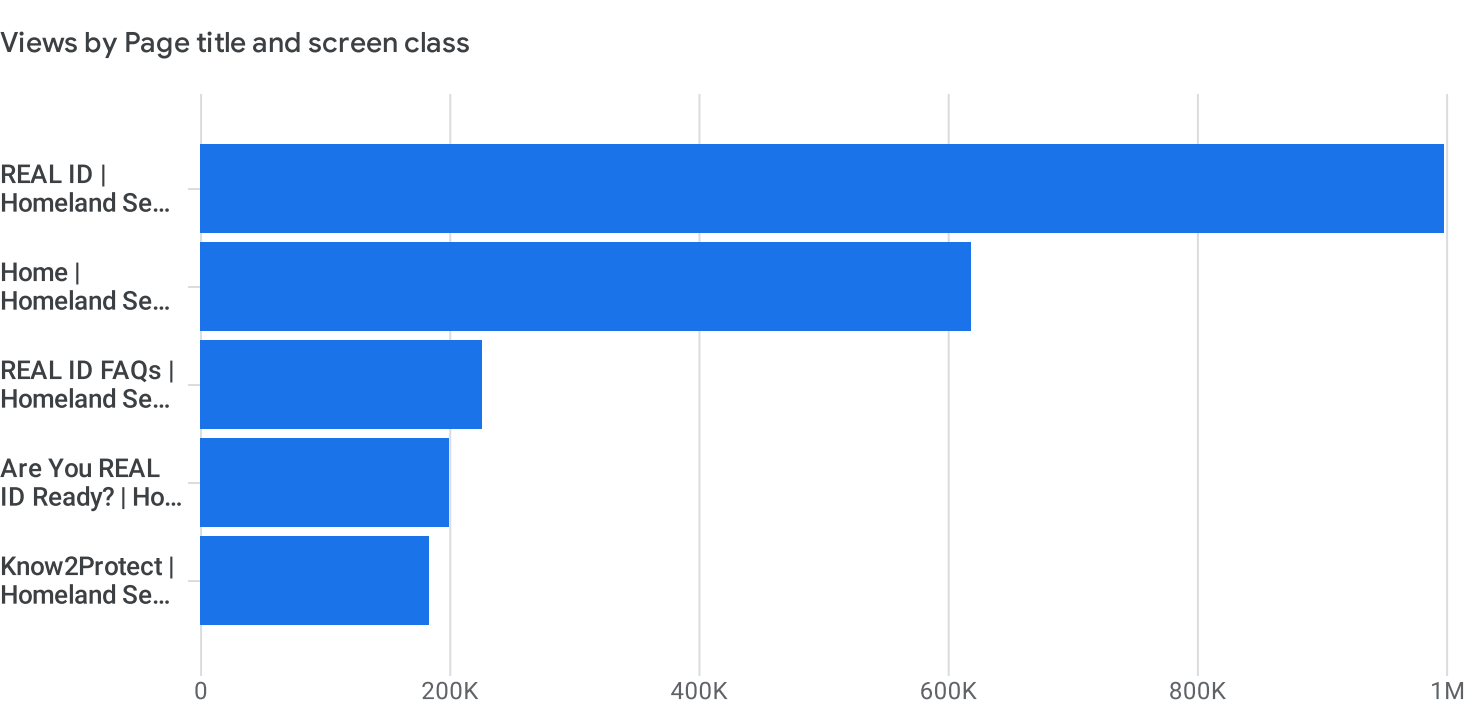
Pages and screens

Hostname exactly matche...

Views by Page title and screen class over time



Views by Page title and screen class



Plot rows

Search...

Rows per page: 10

Go to: 1

1-10 of 10468

	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events
						All events	All events
<input checked="" type="checkbox"/>	Total	5,786,240 100% of total	3,054,911 100% of total	1.89 Avg 0%	45s Avg 0%	19,805,941 100% of total	176,478.04 100% of total
<input checked="" type="checkbox"/>	1 REAL ID Homeland Security	997,979	771,775	1.29	22s	3,391,838	0.00
<input checked="" type="checkbox"/>	2 Home Homeland Security	618,139	429,220	1.44	24s	3,783,519	0.00
<input checked="" type="checkbox"/>	3 REAL ID FAQs Homeland Security	226,043	182,052	1.24	1m 20s	653,160	685.19
<input checked="" type="checkbox"/>	4 Are You REAL ID Ready? Homeland Security	199,166	160,880	1.24	36s	451,507	0.00
<input checked="" type="checkbox"/>	5 Know2Protect Homeland Security	183,106	162,243	1.13	4s	569,414	1,100.92
<input type="checkbox"/>	6 National Terrorism Advisory System Homeland Security	152,612	27,638	5.52	24s	240,062	246.36
<input type="checkbox"/>	7 DHS Announces Ad Campaign Warning Illegal Aliens to Self-Deport and Stay Out Homeland Security	86,780	71,852	1.21	1m 05s	542,653	27,723.13
<input type="checkbox"/>	8 Site Search Homeland Security	81,491	45,230	1.80	1m 00s	246,336	9,531.03
<input type="checkbox"/>	9 President Trump Signs the Laken Riley Act into Law Homeland Security	66,948	53,899	1.24	26s	221,646	0.00
<input type="checkbox"/>	10 About REAL ID Homeland Security	65,440	53,799	1.22	31s	167,109	2,394.31

A All Users

Add comparison +

Custom

Feb 1 - Feb 28, 2025

▼

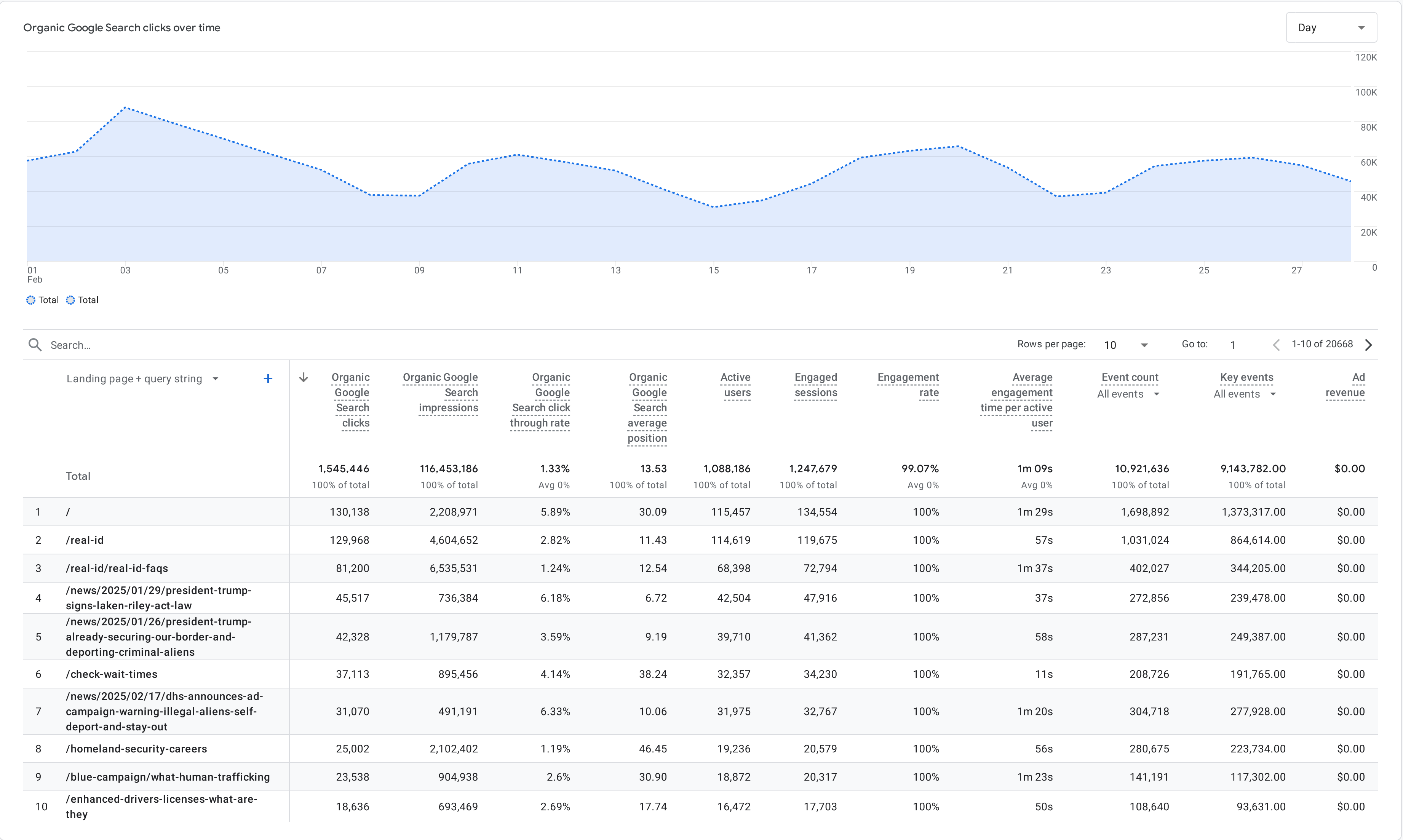
Google organic search traffic: Landing page + query string

✔ ▼

Y

Stream ID exactly matche...

×





Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	ig	54,929	100%	53,635
2.	m.facebook.com	52,468	99.97%	51,734
3.	fb	42,422	99.94%	40,823
4.	snapchat	30,007	100%	29,072
5.	t.co	24,587	99.88%	23,198
6.	lm.facebook.com	8,004	99.98%	7,766
7.	l.facebook.com	6,985	99.71%	6,581
8.	l.instagram.com	6,352	99.92%	6,278
9.	linkedin.com	4,516	99.69%	4,004
10.	reddit.com	3,378	99.56%	3,258

DHS.gov Customer Satisfaction Survey

Time Period:2/1/2025-2/29/2025

Overall Customer Satisfaction Score

66.72

How would you rate your overall experience today?

62.85

Answer Choices	Responses	Points	Score
▪ Outstanding	918	100	91800
▪ Above Average	772	75	57900
▪ Average	956	50	47800
▪ Below Average	223	25	5575
▪ Poor	362	0	0
Total	3231		203075

Were you able to complete the purpose of your visit?

61.34

Answer Choices	Responses	Points	Score
▪ Yes	1982	100	198200
▪ No	1249	0	0
Total	3231		198200

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

84.47

Answer Choices	Responses	Points	Score
▪ Yes	2213	100	221300
▪ No	407	0	0
Total	2620		221300

Will you recommend this website to a friend or colleague?

77.52

Answer Choices	Responses	Points	Score
▪ Yes	2031	100	203100
▪ No	589	0	0
Total	2620		203100

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

59.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1560	100	156000
▪ Had technical difficulties (e.g. error messages, broken links)	135	0	0
▪ Links did not take me where I expected	70	0	0
▪ Links / labels are difficult to understand, they are not intuitive	250	0	0
▪ Navigated to general area but couldn't find the specific content needed	363	0	0
▪ Too many links or navigational choices	102	0	0
▪ Would often feel lost, not know where I was	140	0	0
Total	2620		156000

How was your experience using our site search?

49.33

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	740	100	74000
▪ I was not sure what words to use in my search	155	0	0
▪ Results were not helpful	256	0	0
▪ Results were not relevant to my search terms or needs	129	0	0
▪ Results were too similar / redundant	40	0	0
▪ Returned not enough or no results	109	0	0
▪ Returned too many results	71	0	0
Total	1500		74000

DHS.gov Customer Satisfaction Survey

Time Period:2/1/2025-2/29/2025

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	180	5.57%
▪ Contact information	128	3.96%
▪ Contracting opportunities	33	1.02%
▪ Cybersecurity	110	3.40%
▪ Disaster assistance	45	1.39%
▪ Email, RSS feeds, or subscription services	18	0.56%
▪ Forms or publications	72	2.23%
▪ Human trafficking	99	3.06%
▪ Immigration and citizenship	226	6.99%
▪ Information about DHS (leadership, history, etc.)	113	3.50%
▪ Jobs / career information	235	7.27%
▪ Law enforcement	84	2.60%
▪ News	143	4.43%
▪ Photographs	17	0.53%
▪ Small business resources	20	0.62%
▪ Training	104	3.22%
▪ Travel	386	11.95%
▪ Videos	22	0.68%
▪ Other	1196	37.02%
Total	3231	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	41	4.91%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	640	76.65%
▪ Error on page	54	6.47%
▪ Multimedia / technical problem	36	4.31%
▪ Outdated information	64	7.66%
▪ Other	0	0.00%
Total	835	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	187	7.14%
▪ Educator	151	5.76%
▪ Federal government employee	176	6.72%
▪ First responder / law enforcement official	117	4.47%
▪ Government contractor	89	3.40%
▪ International visitor	46	1.76%
▪ Job seeker	188	7.18%
▪ Media representative	16	0.61%
▪ Non-profit staff or volunteer	87	3.32%
▪ Seeking citizenship or immigration information	110	4.20%
▪ State, tribal, territorial or local government representative	44	1.68%
▪ Student	228	8.70%
▪ Traveler (domestic or international)	433	16.53%
▪ Other	748	28.55%
Total	2620	100%