

Date
Apr 1, 2025 - Apr 30, 2025
Filters

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

DHS Results

Agency		Sub Agency	↓ Views	Sessions	Average session duration	Bounce rate	Total users
Totals			15,579,547	11,125,900	1m 46s	57.76%	7,967,386
1	DHS	DHS.GOV	15,579,547	11,125,900	1m 46s	57.76%	7,967,386

A All Users

Add comparison +

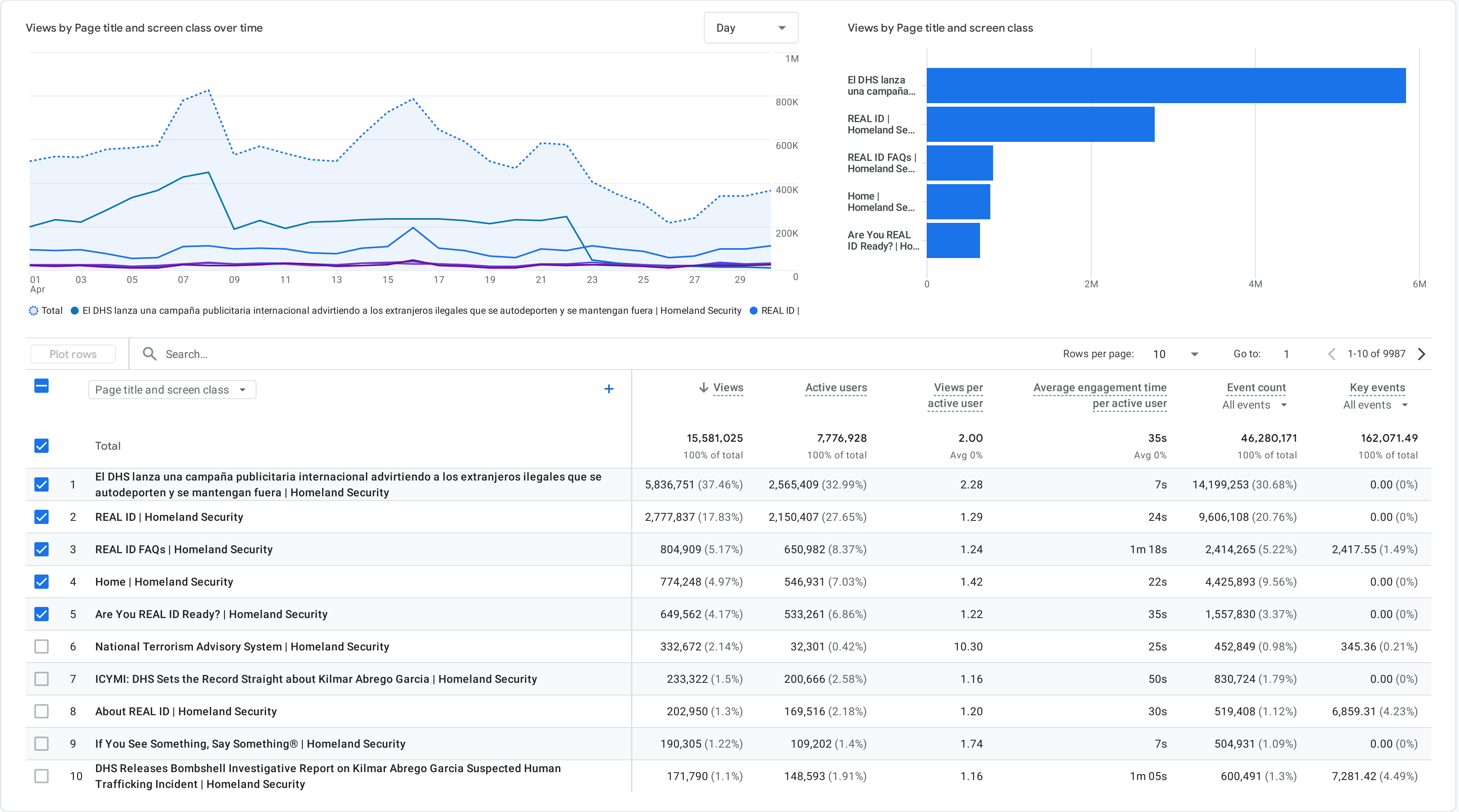
Custom

Apr 1 – Apr 30, 2025

Pages and screens

Hostname exactly matche...

X



Social Media Traffic Visits

	Source	Sessions	Engagement rate	Total users
1.	m.facebook.com	121,282	99.6%	118,146
2.	t.co	90,780	99.59%	90,671
3.	lm.facebook.com	25,426	99.68%	25,202
4.	l.facebook.com	20,932	99.71%	20,040
5.	reddit.com	10,837	98.6%	10,473
6.	out.reddit.com	9,584	99.93%	9,455
7.	l.instagram.com	6,936	99.28%	6,836
8.	linkedin.com	6,338	99.46%	6,058
9.	facebook	5,992	99.83%	6,001
10.	snapchat	3,528	99.89%	3,502

1 - 100 / 157

A

All Users

Add comparison +

Custom

Apr 1 - Apr 30, 2025

▼

Google organic search traffic: Landing page + query string

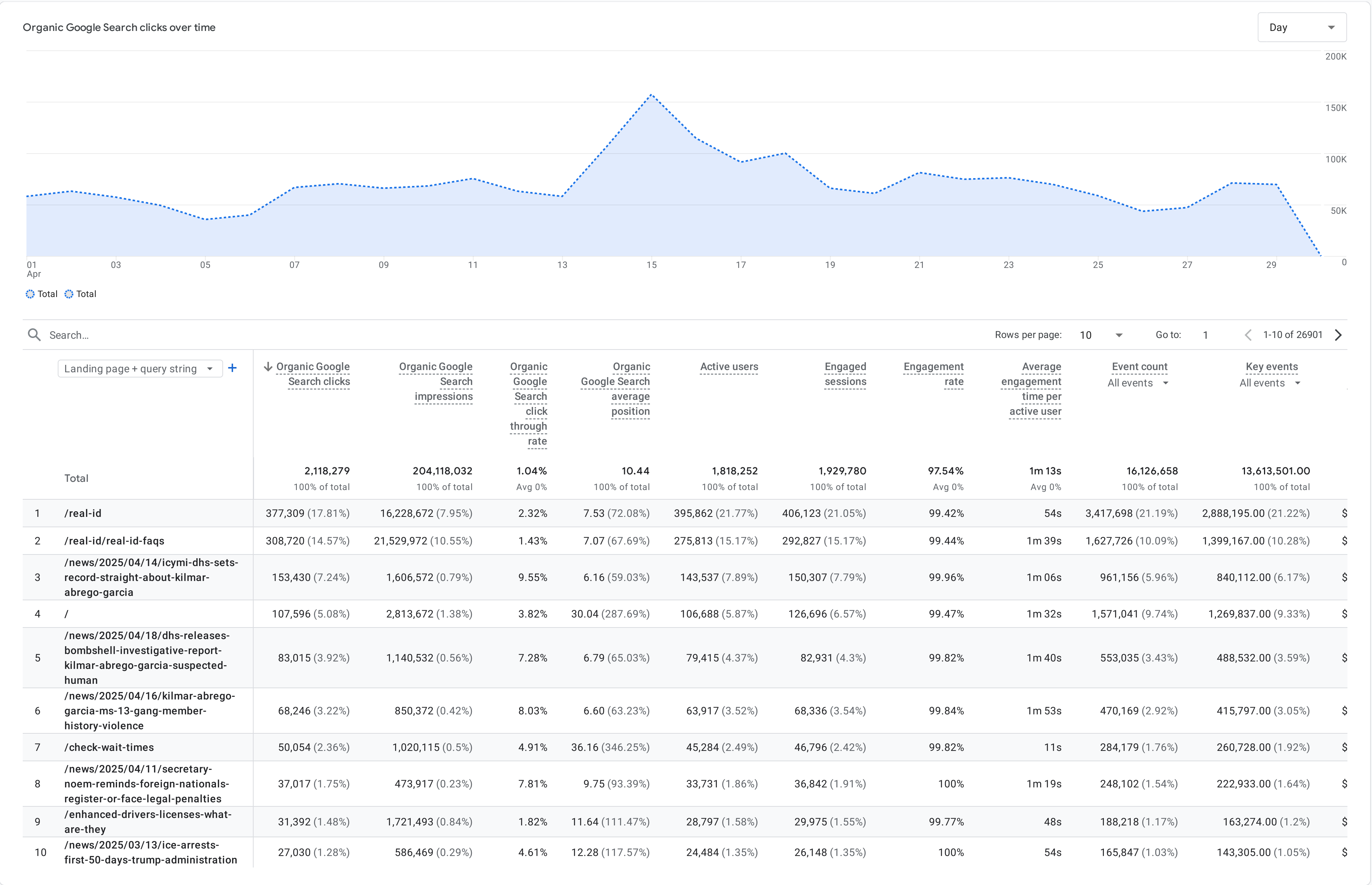
✔

▼

Y

Stream ID exactly matche...

×



DHS.gov Customer Satisfaction Survey

Time Period:4/1/2025-4/30/2025

Overall Customer Satisfaction Score

65.33

How would you rate your overall experience today?

60.68

Answer Choices	Responses	Points	Score
▪ Outstanding	1440	100	144000
▪ Above Average	1143	75	85725
▪ Average	1381	50	69050
▪ Below Average	352	25	8800
▪ Poor	753	0	0
Total	5069		307575

Were you able to complete the purpose of your visit?

60.66

Answer Choices	Responses	Points	Score
▪ Yes	3075	100	307500
▪ No	1994	0	0
Total	5069		307500

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

80.82

Answer Choices	Responses	Points	Score
▪ Yes	3228	100	322800
▪ No	766	0	0
Total	3994		322800

Will you recommend this website to a friend or colleague?

74.99

Answer Choices	Responses	Points	Score
▪ Yes	2995	100	299500
▪ No	999	0	0
Total	3994		299500

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

60.64

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	2422	100	242200
▪ Had technical difficulties (e.g. error messages, broken links)	148	0	0
▪ Links did not take me where I expected	135	0	0
▪ Links / labels are difficult to understand, they are not intuitive	343	0	0
▪ Navigated to general area but couldn't find the specific content needed	581	0	0
▪ Too many links or navigational choices	145	0	0
▪ Would often feel lost, not know where I was	220	0	0
Total	3994		242200

How was your experience using our site search?

50.56

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1177	100	117700
▪ I was not sure what words to use in my search	192	0	0
▪ Results were not helpful	429	0	0
▪ Results were not relevant to my search terms or needs	228	0	0
▪ Results were too similar / redundant	61	0	0
▪ Returned not enough or no results	166	0	0
▪ Returned too many results	75	0	0
Total	2328		117700

DHS.gov Customer Satisfaction Survey

Time Period:4/1/2025-4/30/2025

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	185	3.65%
▪ Contact information	186	3.67%
▪ Contracting opportunities	50	0.99%
▪ Cybersecurity	114	2.25%
▪ Disaster assistance	32	0.63%
▪ Email, RSS feeds, or subscription services	38	0.75%
▪ Forms or publications	124	2.45%
▪ Human trafficking	103	2.03%
▪ Immigration and citizenship	279	5.50%
▪ Information about DHS (leadership, history, etc.)	107	2.11%
▪ Jobs / career information	163	3.22%
▪ Law enforcement	93	1.83%
▪ News	215	4.24%
▪ Photographs	30	0.59%
▪ Small business resources	32	0.63%
▪ Training	91	1.80%
▪ Travel	982	19.37%
▪ Videos	46	0.91%
▪ Other	2199	43.38%
Total	5069	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	45	3.62%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	983	79.02%
▪ Error on page	60	4.82%
▪ Multimedia / technical problem	42	3.38%
▪ Outdated information	114	9.16%
▪ Other	0	0.00%
Total	1244	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	314	7.86%
▪ Educator	263	6.58%
▪ Federal government employee	168	4.21%
▪ First responder / law enforcement official	154	3.86%
▪ Government contractor	93	2.33%
▪ International visitor	72	1.80%
▪ Job seeker	131	3.28%
▪ Media representative	28	0.70%
▪ Non-profit staff or volunteer	107	2.68%
▪ Seeking citizenship or immigration information	106	2.65%
▪ State, tribal, territorial or local government representative	51	1.28%
▪ Student	285	7.14%
▪ Traveler (domestic or international)	1103	27.62%
▪ Other	1119	28.02%
Total	3994	100%