

Date
May 1, 2025 - May 31, 2025
Filters

Agency exactly matches DHS

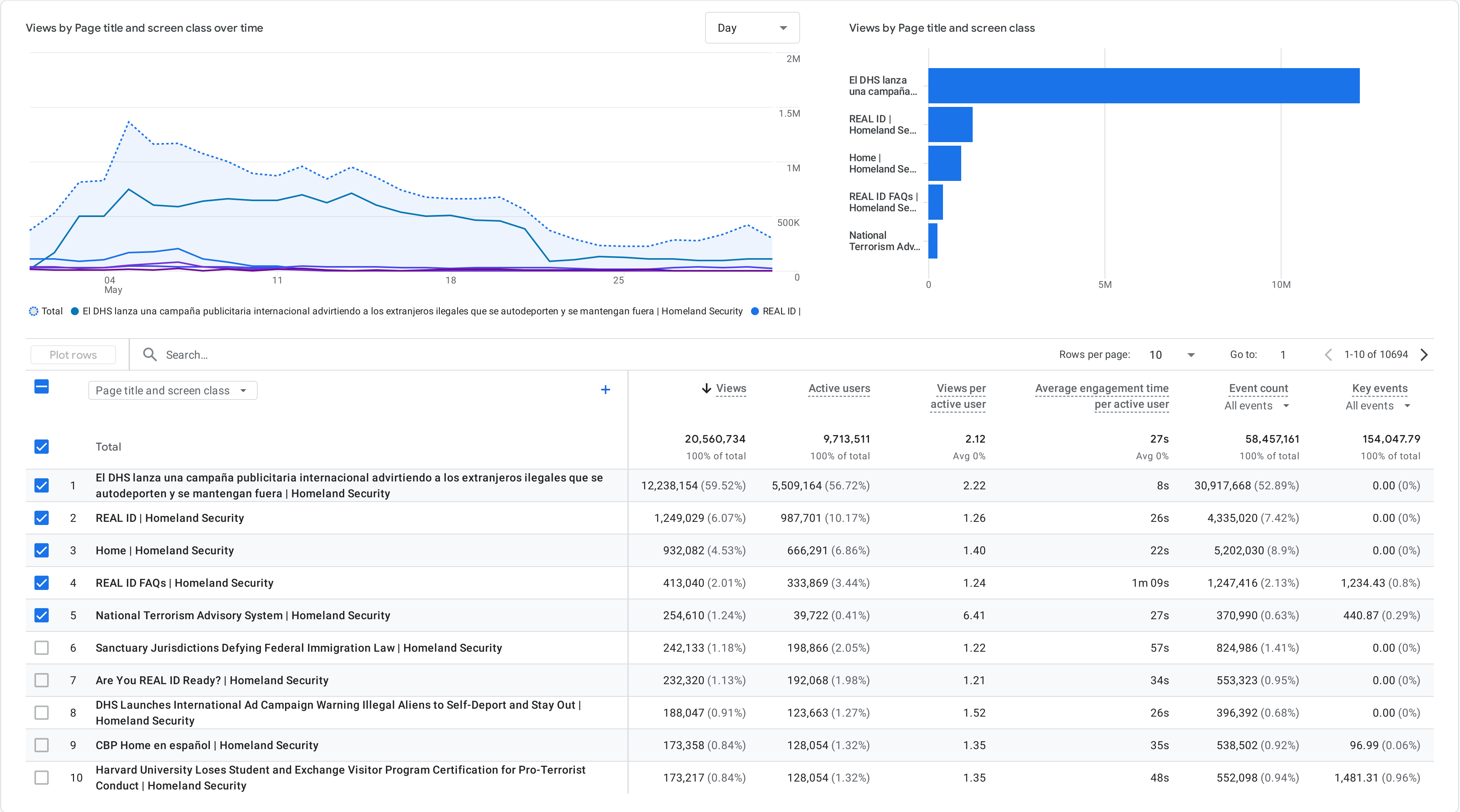
Sub Agency exactly matches DHS.GOV

DHS Results

Agency	Sub Agency	↓ Views	Sessions	Average session duration	Bounce rate	Total users	
Totals		18,255,638	12,987,295	1m 34s	62.62%	8,814,120	
1	DHS	DHS.GOV	18,255,638	12,987,295	1m 34s	62.62%	8,814,120

Pages and screens

Hostname exactly matche...



Social Media Traffic Visits

	Source	Sessions	Engagement rate	Total users
1.	m.facebook.com	64,315	99.93%	63,030
2.	t.co	58,072	99.83%	56,157
3.	ig	26,283	100%	25,815
4.	snapchat	22,268	100%	21,944
5.	lm.facebook.com	17,712	100%	17,532
6.	linkedin.com	15,162	99.81%	13,819
7.	out.reddit.com	14,965	99.83%	14,869
8.	reddit.com	13,140	99.69%	12,692
9.	l.facebook.com	10,125	99.54%	9,317
10.	l.instagram.com	10,097	99.98%	10,006

A

All Users

Add comparison +

Custom

May 1 - May 31, 2025

▼

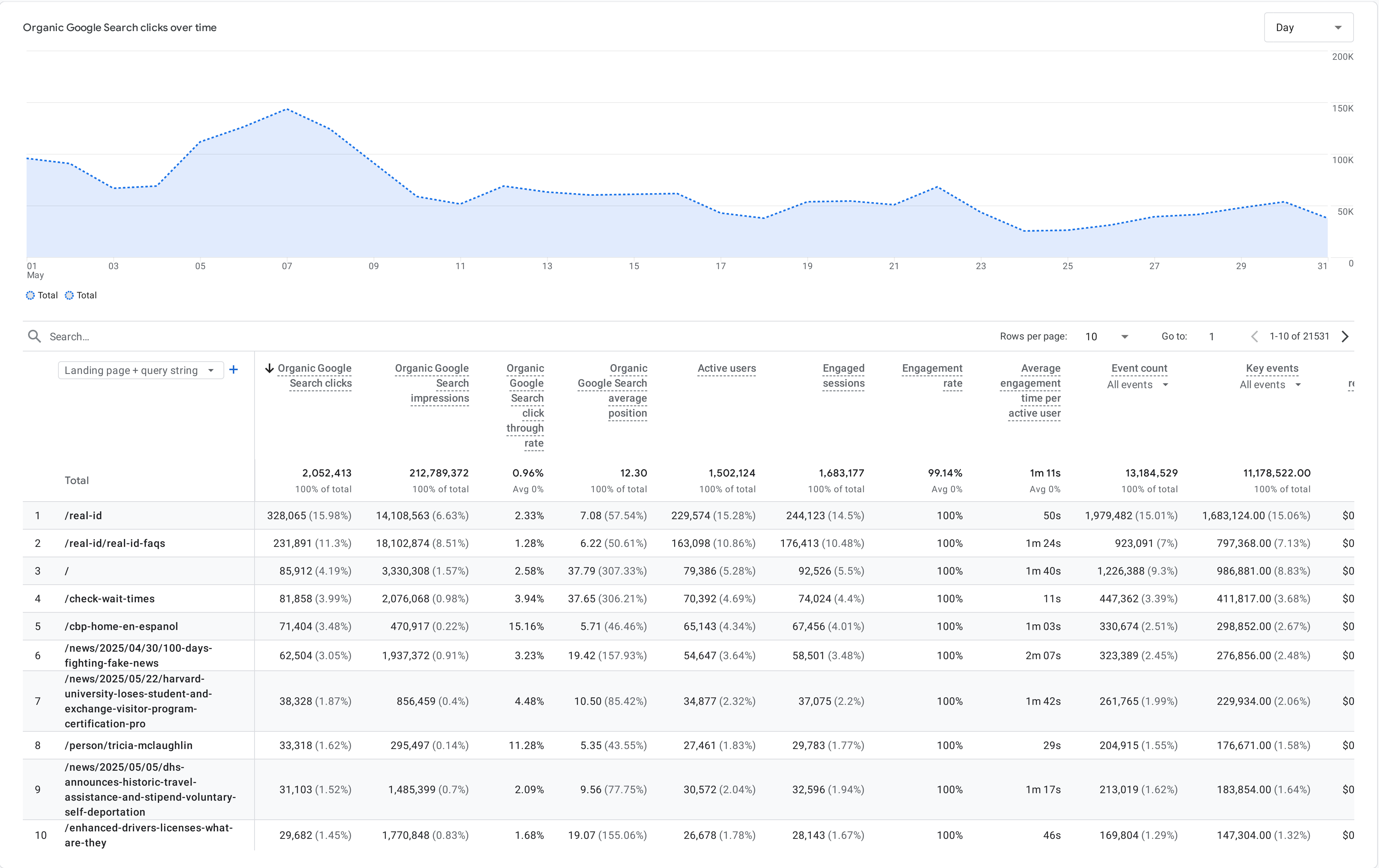
Google organic search traffic: Landing page + query string

✔

Y

Stream ID exactly matche...

×



DHS.gov Customer Satisfaction Survey

Time Period:5/1/2025-5/31/2025

Overall Customer Satisfaction Score

63.12

How would you rate your overall experience today?

58.70

Answer Choices	Responses	Points	Score
▪ Outstanding	1195	100	119500
▪ Above Average	866	75	64950
▪ Average	1128	50	56400
▪ Below Average	315	25	7875
▪ Poor	733	0	0
Total	4237		248725

Were you able to complete the purpose of your visit?

61.79

Answer Choices	Responses	Points	Score
▪ Yes	2618	100	261800
▪ No	1619	0	0
Total	4237		261800

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

78.65

Answer Choices	Responses	Points	Score
▪ Yes	2512	100	251200
▪ No	682	0	0
Total	3194		251200

Will you recommend this website to a friend or colleague?

72.39

Answer Choices	Responses	Points	Score
▪ Yes	2312	100	231200
▪ No	882	0	0
Total	3194		231200

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

56.92

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1818	100	181800
▪ Had technical difficulties (e.g. error messages, broken links)	174	0	0
▪ Links did not take me where I expected	105	0	0
▪ Links / labels are difficult to understand, they are not intuitive	289	0	0
▪ Navigated to general area but couldn't find the specific content needed	435	0	0
▪ Too many links or navigational choices	160	0	0
▪ Would often feel lost, not know where I was	213	0	0
Total	3194		181800

How was your experience using our site search?

44.39

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	831	100	83100
▪ I was not sure what words to use in my search	174	0	0
▪ Results were not helpful	337	0	0
▪ Results were not relevant to my search terms or needs	198	0	0
▪ Results were too similar / redundant	69	0	0
▪ Returned not enough or no results	140	0	0
▪ Returned too many results	123	0	0
Total	1872		83100

DHS.gov Customer Satisfaction Survey

Time Period:5/1/2025-5/31/2025

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	231	5.45%
▪ Contact information	202	4.77%
▪ Contracting opportunities	45	1.06%
▪ Cybersecurity	109	2.57%
▪ Disaster assistance	52	1.23%
▪ Email, RSS feeds, or subscription services	47	1.11%
▪ Forms or publications	93	2.19%
▪ Human trafficking	105	2.48%
▪ Immigration and citizenship	294	6.94%
▪ Information about DHS (leadership, history, etc.)	117	2.76%
▪ Jobs / career information	181	4.27%
▪ Law enforcement	97	2.29%
▪ News	253	5.97%
▪ Photographs	21	0.50%
▪ Small business resources	34	0.80%
▪ Training	105	2.48%
▪ Travel	569	13.43%
▪ Videos	76	1.79%
▪ Other	1606	37.90%
Total	4237	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	55	5.30%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	758	73.10%
▪ Error on page	86	8.29%
▪ Multimedia / technical problem	45	4.34%
▪ Outdated information	93	8.97%
▪ Other	0	0.00%
Total	1037	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	271	8.48%
▪ Educator	216	6.76%
▪ Federal government employee	181	5.67%
▪ First responder / law enforcement official	117	3.66%
▪ Government contractor	85	2.66%
▪ International visitor	83	2.60%
▪ Job seeker	162	5.07%
▪ Media representative	31	0.97%
▪ Non-profit staff or volunteer	83	2.60%
▪ Seeking citizenship or immigration information	111	3.48%
▪ State, tribal, territorial or local government representative	51	1.60%
▪ Student	260	8.14%
▪ Traveler (domestic or international)	529	16.56%
▪ Other	1014	31.75%
Total	3194	100%