

Date  
Aug 1, 2025 - Aug 31, 2025  
Filters

Agency exactly matches DHS

Sub Agency exactly matches DHS.GOV

DHS Results

AgencySub Agency		↓ Views	Sessions	Average session duration	Bounce rate	Total users
Totals		6,817,511	4,802,822	1m 26s	64.91%	3,561,542
1	DHSDHS.GOV	6,817,511	4,802,822	1m 26s	64.91%	3,561,542



All Users

Add comparison

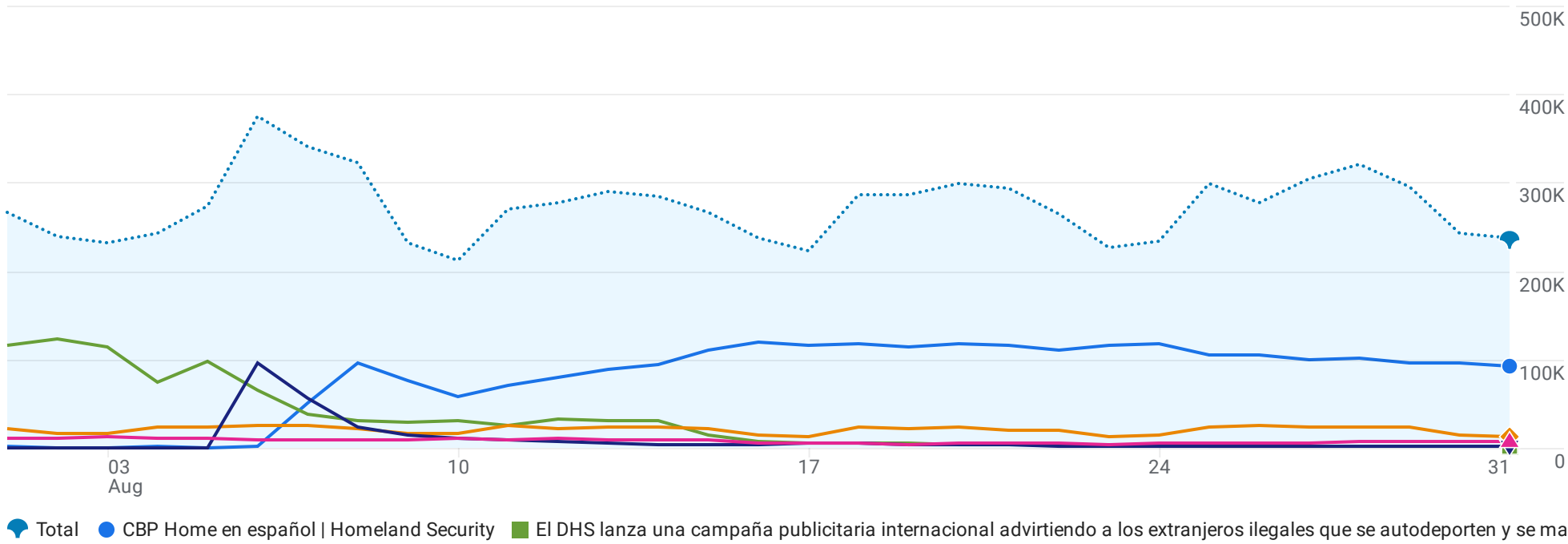
Custom

Aug 1 - Aug 31, 2025

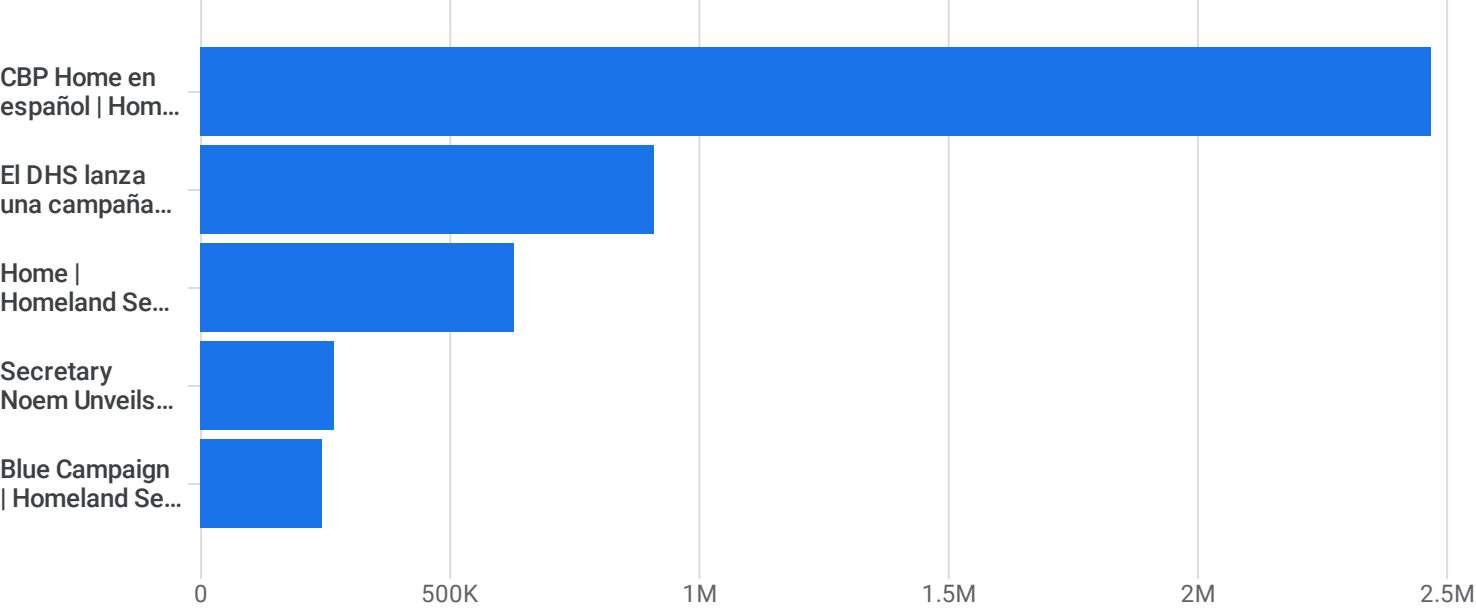
Pages and screens

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 10873



	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	8,465,566 100% of total	4,278,305 100% of total	1.98 Avg 0%	27s Avg 0%	25,093,425 100% of total	135,022.50 100% of total
<input checked="" type="checkbox"/>	1 CBP Home en español   Homeland Security	2,467,906 (29.15%)	1,056,307 (24.69%)	2.34	9s	5,971,116 (23.8%)	163.56 (0.12%)
<input checked="" type="checkbox"/>	2 El DHS lanza una campaña publicitaria internacional advirtiendo a los extranjeros ilegales que se autodeporten y se mantengan fuera   Homeland Security	909,947 (10.75%)	412,435 (9.64%)	2.21	6s	2,223,548 (8.86%)	0.00 (0%)
<input checked="" type="checkbox"/>	3 Home   Homeland Security	629,366 (7.43%)	456,003 (10.66%)	1.38	20s	3,619,757 (14.43%)	0.00 (0%)
<input checked="" type="checkbox"/>	4 Secretary Noem Unveils No Age Limit for Patriotic Americans to Join ICE Law Enforcement to Help Remove Worst of the Worst from U.S.   Homeland Security	268,603 (3.17%)	215,333 (5.03%)	1.25	35s	909,225 (3.62%)	0.00 (0%)
<input checked="" type="checkbox"/>	5 Blue Campaign   Homeland Security	244,537 (2.89%)	211,526 (4.94%)	1.16	2s	713,521 (2.84%)	1,196.99 (0.89%)
<input type="checkbox"/>	6 National Terrorism Advisory System   Homeland Security	133,543 (1.58%)	16,654 (0.39%)	8.02	17s	181,966 (0.73%)	342.00 (0.25%)
<input type="checkbox"/>	7 Trafficking Risks Confronting Unaccompanied Alien Children   Homeland Security	108,637 (1.28%)	90,704 (2.12%)	1.20	1s	306,260 (1.22%)	513.00 (0.38%)
<input type="checkbox"/>	8 If You See Something, Say Something®   Homeland Security	106,376 (1.26%)	92,332 (2.16%)	1.15	6s	326,140 (1.3%)	0.00 (0%)
<input type="checkbox"/>	9 Trump Administration Proposes New Rule To End Foreign Student Visa Abuse   Homeland Security	98,823 (1.17%)	80,266 (1.88%)	1.23	40s	309,895 (1.23%)	0.00 (0%)
<input type="checkbox"/>	10 Homeland Security Careers   Homeland Security	94,317 (1.11%)	67,716 (1.58%)	1.39	23s	282,134 (1.12%)	0.00 (0%)



Aug 1, 2025 - Aug 31, 202 

## Social Media Traffic Visits

	Source	Sessions ▾	Engagement rate	Total users
1.	m.facebook.com	187,354	99.66%	182,874
2.	fb	119,207	100%	121,984
3.	ig	90,674	100%	90,094
4.	Snapchat	33,871	100%	33,889
5.	t.co	32,803	99.8%	31,007
6.	facebook	28,881	99.98%	28,229
7.	facebook.com	25,575	100%	25,393
8.	snapchat.com	17,237	100%	17,336
9.	out.reddit.com	14,919	99.99%	14,603
10.	snapchat	11,108	100%	11,271

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A

All Users

Add comparison

Custom

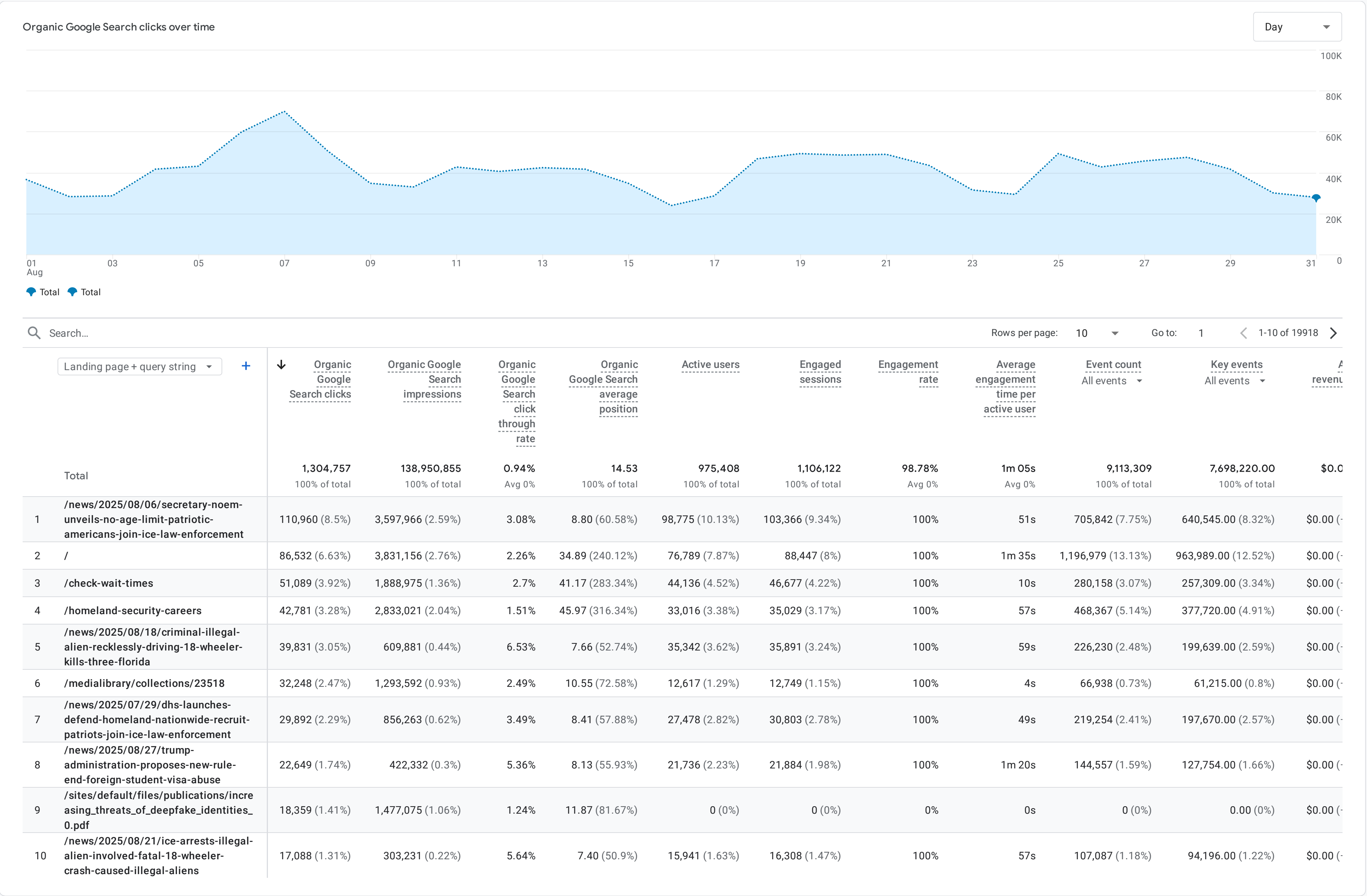
Aug 1 - Aug 31, 2025

Google organic search traffic: Landing page + query string

Y

Stream ID exactly matche...

X



# DHS.gov Customer Satisfaction Survey

Time Period:8/1/2025-8/31/2025

## Overall Customer Satisfaction Score

**66.70**

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

**64.58**

Answer Choices	Responses	Points	Score
▪ Outstanding	1090	100	109000
▪ Above Average	672	75	50400
▪ Average	764	50	38200
▪ Below Average	212	25	5300
▪ Poor	404	0	0
<b>Total</b>	<b>3142</b>		<b>202900</b>

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

**60.03**

Answer Choices	Responses	Points	Score
▪ Yes	1886	100	188600
▪ No	1256	0	0
<b>Total</b>	<b>3142</b>		<b>188600</b>

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

**84.87**

Answer Choices	Responses	Points	Score
▪ Yes	2121	100	212100
▪ No	378	0	0
<b>Total</b>	<b>2499</b>		<b>212100</b>

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

**78.71**

Answer Choices	Responses	Points	Score
▪ Yes	1967	100	196700
▪ No	532	0	0
<b>Total</b>	<b>2499</b>		<b>196700</b>

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

**58.66**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1466	100	146600
▪ Had technical difficulties (e.g. error messages, broken links)	122	0	0
▪ Links did not take me where I expected	55	0	0
▪ Links / labels are difficult to understand, they are not intuitive	256	0	0
▪ Navigated to general area but couldn't find the specific content needed	329	0	0
▪ Too many links or navigational choices	114	0	0
▪ Would often feel lost, not know where I was	157	0	0
<b>Total</b>	<b>2499</b>		<b>146600</b>

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

**48.42**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	734	100	73400
▪ I was not sure what words to use in my search	170	0	0
▪ Results were not helpful	258	0	0
▪ Results were not relevant to my search terms or needs	127	0	0
▪ Results were too similar / redundant	55	0	0
▪ Returned not enough or no results	109	0	0
▪ Returned too many results	63	0	0
<b>Total</b>	<b>1516</b>		<b>73400</b>

# DHS.gov Customer Satisfaction Survey

Time Period:8/1/2025-8/31/2025

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	173	5.51%
▪ Contact information	151	4.81%
▪ Contracting opportunities	42	1.34%
▪ Cybersecurity	97	3.09%
▪ Disaster assistance	36	1.15%
▪ Email, RSS feeds, or subscription services	25	0.80%
▪ Forms or publications	65	2.07%
▪ Human trafficking	191	6.08%
▪ Immigration and citizenship	201	6.40%
▪ Information about DHS (leadership, history, etc.)	86	2.74%
▪ Jobs / career information	599	19.06%
▪ Law enforcement	126	4.01%
▪ News	164	5.22%
▪ Photographs	17	0.54%
▪ Small business resources	23	0.73%
▪ Training	126	4.01%
▪ Travel	146	4.65%
▪ Videos	26	0.83%
▪ Other	848	26.99%
<b>Total</b>	<b>3142</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	36	4.50%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	608	76.00%
▪ Error on page	55	6.88%
▪ Multimedia / technical problem	33	4.13%
▪ Outdated information	68	8.50%
▪ Other	0	0.00%
<b>Total</b>	<b>800</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	166	6.64%
▪ Educator	131	5.24%
▪ Federal government employee	167	6.68%
▪ First responder / law enforcement official	154	6.16%
▪ Government contractor	70	2.80%
▪ International visitor	34	1.36%
▪ Job seeker	503	20.13%
▪ Media representative	19	0.76%
▪ Non-profit staff or volunteer	72	2.88%
▪ Seeking citizenship or immigration information	72	2.88%
▪ State, tribal, territorial or local government representative	36	1.44%
▪ Student	152	6.08%
▪ Traveler (domestic or international)	153	6.12%
▪ Other	770	30.81%
<b>Total</b>	<b>2499</b>	<b>100%</b>