#### **DHS.gov Web Performance Metrics**

Jan 1, 2020 - Dec 31, 2020



#### **Total Visits**

51,546,725

% of Total: 100.00% (51,546,725)

Avg. Visit Duration

00:01:13

Avg for View: 00:01:13 (0.00%)

Pageviews

91,508,728

% of Total: 100.00% (91,508,728)

**Unique Visitors** 

36,535,548

% of Total: 100.00% (36,535,548)

Avg. Pages / Visit

1.78

Avg for View: **1.78 (0.00%)** 

Avg. Time on Page

00:01:33

Avg for View: 00:01:33 (0.00%)

#### Bounce Rate

57.80%

Avg for View: **57.80% (0.00%)** 

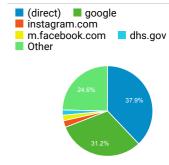
#### **Top Pages**

Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	2,566,739	48.98%
REAL ID Frequently Asked Questions   Homeland Security	1,804,242	79.98%
Sex Trafficking Awareness Videos   Homeland Security	1,653,901	78.50%
Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus   Homeland Securit y	1,574,608	64.03%
Website Privacy Policy   Homeland Security	1,405,081	72.65%
Indicators of Human Trafficking   Homeland Security	891,254	92.12%
What Is Human Trafficking?   Hom eland Security	829,798	84.60%
Homeland Security Acting Secretar y Chad F. Wolf's Statement on Pre sidential Proclamation To Protect t he Homeland from Travel-Related Coronavirus Spread   Homeland Se curity	785,730	78.47%
Coronavirus (COVID-19)   Homelan d Security	775,837	53.43%
Protecting Air Travelers and the A merican Public   Homeland Securit y	623,248	70.48%

#### Visits by Social Network

Social Network	Sessions
Facebook	2,562,894
Twitter	325,660
YouTube	36,331
LinkedIn	35,954
reddit	23,653
Blogger	15,055
Quora	4,647
TripAdvisor	4,366
Instagram	3,812
Instagram Stories	2,998

#### Visits by Source







### **DHS.gov Search Performance Metrics**

Jan 1, 2020 - Dec 31, 2020



#### Visits to DHS.gov

51,546,725

% of Total: 100.00% (51,546,725)

**Total Internal Searches** 

1,017,047

% of Total: 100.00% (1,017,047)

Total External Searches (Google)

**13,196,191** % of Total: 25.60% (51,546,725)



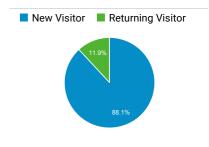
#### Top Internal Searches by Search Term

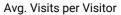
Search Term	Total Unique Searches	Organic Searches
essential business list c ovid 19	10,043	0
careers	7,195	0
essential business list	6,595	0
global entry	6,146	0
coronavirus	5,696	0
real id	4,497	0
critical infrastructure in dustry list	4,197	0
covid-19	4,047	0
travel restrictions	4,047	0
FBI	3,897	0

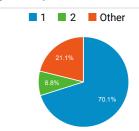
#### Top External Searches (Google - as reported)

Page Title	Sessions
Fact Sheet: DHS Measures on the Bord er to Limit the Further Spread of Corona virus   Homeland Security	1,126,133
Homeland Security   Home	918,834
Sex Trafficking Awareness Videos   Ho meland Security	886,757
REAL ID   Homeland Security	621,599
REAL ID Frequently Asked Questions   Homeland Security	540,208
What Is Human Trafficking?   Homelan d Security	280,147
Notification of Temporary Travel Restri ctions Applicable to Land Ports of Entry and Ferries Service   Homeland Securit /	261,261
Learn What I Can Bring on the Plane   H omeland Security	228,734
Acting Secretary Chad Wolf Statement on Non-Essential Travel   Homeland Se curity	225,886
Coronavirus (COVID-19)   Homeland Se curity	162,782









## **DHS.gov Customer Satisfaction Survey**

Time Period: 01/01/2020- 12/31/2020

Name	Overall Customer Satisfaction Score			66.86
• Outstanding         5621         100         5           • Above Average         6794         75         4           • Average         61597         50         3           • Below Average         1557         25         25           • Poor         1600         10         0         1           Total         20725         13         3         1         1         20725         13           Were you able to complete the purpose of your visit?         8         Responses         Points         • Ves         11563         100         11         • No         10         1         • 1         • No         11563         100         11         • 1         • No         11563         100         11         • 1         • No         10         11         • 1	How would you rate your overall experience today?			64.74
. Above Average	Answer Choices	Responses	Points	Score
• Nerrage         6197         50         3           • Below Average         1557         25           • Poor         1604         0           Total         20725         13           Were you able to complete the purpose of your visit?         20725         13           Answer Choices         Responses         Points           • Yes         11563         100         11           • No         9162         0         0           Total         20725         11           Would you still return to this website if you could get this information or service from another source?         8         Points           Answer Choices         Responses         Points         • Yes         17774         100         1           • Yes         17574         100         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         1         0         1         0         1         1         0 </td <td>Outstanding</td> <td>5621</td> <td>100</td> <td>56210</td>	Outstanding	5621	100	56210
• Below Average	<ul> <li>Above Average</li> </ul>	5746	75	430950
Poor   1604   0   1707   170	<ul> <li>Average</li> </ul>	6197	50	309850
Total         20725         13           Were you able to complete the purpose of your visit?         5           Answer Choices         Responses         Points           • Yes         11563         100         11           • No         9162         0         10           Total         20725         11           Would you still return to this website if you could get this information or service from another source?         20725         11           Answer Choices         Responses         Points         100         17           • No         3151         0         70         70         10         17         100         17         100         17         100         17         100         17         100         17         100         17         100         17         100         17         100         10	Below Average	1557	25	3892
Name		1604	0	
Answer Choices   Responses   Points	Total	20725		134182
• Yes         11563         100         11           • No         9162         0           Total         20725         11           Would you still return to this website if you could get this information or service from another source?         8           Answer Choices         Responses         Points           • Yes         17574         100         17           • No         3151         0         100         17           Will you recommend this website to a friend or colleague?         Responses         Points           • Yes         16251         100         16           • No         4474         0         16           • No         4474         0         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         10         16         10         10         16         10         10         16         10         10         10         10         10         10         10         10         10	Were you able to complete the purpose of your visit?			55.79
• No         9162         0           Total         20725         11           Would you still return to this website if you could get this information or service from another source?         8           Answer Choices         Responses         Points           • Yes         17574         100         17           • No         3151         0         1           Total         20725         17           Will you recommend this website to a friend or colleague?         Responses         Points           • Yes         16251         100         16           • No         4474         0         16251         100         16           • No         4474         0         16         10         16         10         16         10         16         10         16         10         16         10         10         16         10         1	Answer Choices	Responses	Points	Score
Total Would you still return to this website if you could get this information or service from another source?  Answer Choices Responses 17574 100 17 . No 3151 0 . Total 20725 17 . Will you recommend this website to a friend or colleague?  Answer Choices Responses Points . Yes 16251 100 16 . No 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 0 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was no 4474 10 . Total 20725 16 . Was not sure what words where I was no 4474 10 . Total 20725 16 . Was not sure what words to use in my search 20725 20	• Yes	11563	100	115630
Would you still return to this website if you could get this information or service from another source?  Answer Choices Responses 17574 100 17 · No 3151 0 0 1 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0	■ No	9162	0	
Answer Choices         Responses         Points           • Yes         17574         100         17           • No         3151         0           Total         20725         17           Will you recommend this website to a friend or colleague?         20725         17           Answer Choices         Responses         Points           • Yes         16251         100         16           • No         4474         0         10         16           • Please describe your experience finding your way around (navigating) DHS.gov today.         5         16         10         16         10         16         16         10         16         10         16         10         16         10         16         10         16         10         16         10         10         16         10         10         16         10         10         16         10	Total	20725		115630
Answer Choices         Responses         Points           • Yes         17574         100         17           • No         3151         0         17           Total         20725         17           Will you recommend this website to a friend or colleague?         Pessonses         Points           • Yes         16251         100         16           • No         4474         0         16           Please describe your experience finding your way around (navigating) DHS.gov today.         Fessonses         Fessonses           NOTE: Excludes "Other" responses           Answer Choices         Responses         Points           • Encountered no difficulties (e.g. error messages, broken links)         612         0           • Encountered no difficulties (e.g. error messages, broken links)         612         0           • Links / labels are difficult to understand, they are not intuitive         1590         0           • Links / labels are difficult to understand, they are not intuitive         1590         0           • Navigated to general area but couldn't find the specific content needed         3498         0           • Nould often feel lost, not know where I was         744         0           • Total         1895 <td>Would you still return to this website if you could get this</td> <td></td> <td></td> <td>84.80</td>	Would you still return to this website if you could get this			84.80
• Yes         17574         100         17           • No         3151         0           Total         20725         17           Will you recommend this website to a friend or colleague?         7           Answer Choices         Responses         Points           • Yes         16251         100         16           • No         4474         0         16           Please describe your experience finding your way around (navigating) DHS.gov today.         5         16           NOTE: Excludes "Other" responses         Responses         Points           *** Frecountered no difficulties         11194         100         11           • Had technical difficulties (e.g. error messages, broken links)         612         0           • Links (id not take me where I expected         683         0           • Links (id not take me where I expected         683         0           • Links (id not take me where I expected         683         0           • Links (alabels are difficult to understand, they are not intuitive         1590         0           • Navigated to general area but couldn't find the specific content needed         3498         0           • Too many links or navigational choices         637 <t< td=""><td>information or service from another source?</td><td></td><td></td><td></td></t<>	information or service from another source?			
NO         3151         0           Total         20725         17           Will you recommend this website to a friend or colleague?         7           Answer Choices         Responses         Points           • Yes         16251         100         16           • No         4474         0         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         16         10         10         16         10         10         16         10         10         16         10         10         10         10         10         10         10         10         10         10         10         10         10         10         10         10         10         10         11	Answer Choices	Responses	Points	Score
Will you recommend this website to a friend or colleague?  Answer Choices  Pes 16251 100 16  No 4474 0  Total 20725 16  Please describe your experience finding your way around (navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices  Responses  Points  Encountered no difficulties (e.g. error messages, broken links) 612 0  Links did not take me where I expected 683 0  Links / labels are difficult to understand, they are not intuitive 1590 0  Navigated to general area but couldn't find the specific content needed 3498 0  Navigated to general area but couldn't find the specific content needed 3498 0  Navigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 110  Novigated to general area but couldn't find the specific content needed 3498 10  Novigated to general area but couldn't find the specific content needed 3498 10  Novigated to general area but couldn't find the specific content needed 3498 10  Novigated to general area but couldn't find the specific content needed 3498 10  Novigated to general area but couldn't find the specific content needed 3498 10  Novigated to general area but couldn't find the specific content needed 3498 10  Novigated to general area but co	• Yes	17574	100	175740
Will you recommend this website to a friend or colleague?  Answer Choices Pes 16251 100 16 No 4474 0 Total 20725 16  Please describe your experience finding your way around (navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices Responses Points Encountered no difficulties Encountered no difficulties (e.g. error messages, broken links) 612 0 Links did not take me where I expected 683 0 Links / labels are difficult to understand, they are not intuitive 1590 0 Navigated to general area but couldn't find the specific content needed 3498 0 Notal and the find the specific content needed 3498 0 Total 18958 11  How was your experience using our site search? NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  Answer Choices Responses Points  Encountered no difficulties Sa63 100 5 Results were not helpful Results were not helpful Results were not relevant to my search terms or needs 1201 0 Results were too similar / redundant 316 0 Results were too similar / redundant Returned not enough or no results	• No	3151	0	
Answer Choices Responses Points  • Yes 16251 100 16  • No 4474 0  Total 20725 16  Please describe your experience finding your way around (navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices Responses Points  • Encountered no difficulties (e.g. error messages, broken links) 612 0  • Links did not take me where I expected 683 0  • Links / labels are difficult to understand, they are not intuitive 1590 0  • Navigated to general area but couldn't find the specific content needed 3498 0  • Too many links or navigational choices 637 0  • Would often feel lost, not know where I was 744 0  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  • Encountered no difficulties (e.g. error messages) for the part of the par	Total	20725		175740
Yes	Will you recommend this website to a friend or colleague?			78.41
* No 4474 0  Total 20725 16  Please describe your experience finding your way around (navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices Responses Points  * Encountered no difficulties 11194 100 11  * Had technical difficulties (e.g. error messages, broken links) 612 0  * Links did not take me where I expected 683 0  * Links / labels are difficult to understand, they are not intuitive 1590 0  * Navigated to general area but couldn't find the specific content needed 3498 0  * Too many links or navigational choices 637 0  * Would often feel lost, not know where I was 744 0  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  * Encountered no difficulties 5363 100 5  * I was not sure what words to use in my search 1013 0  * Results were not helpful 2026 0  * Results were not relevant to my search terms or needs 1201 0  * Results were not relevant to my search terms or needs 1201 0  * Results were too similar / redundant 316 0  * Returned not enough or no results	Answer Choices	Responses	Points	Score
Please describe your experience finding your way around (navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices Responses Points  • Encountered no difficulties (e.g. error messages, broken links) 612 0  • Links did not take me where I expected 683 0  • Links / labels are difficult to understand, they are not intuitive 1590 0  • Navigated to general area but couldn't find the specific content needed 3498 0  • Too many links or navigational choices 637 0  • Would often feel lost, not know where I was 744 0  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  • Encountered no difficulties 5363 100 5  • I was not sure what words to use in my search 1013 0  • Results were not helpful 2026 0  • Results were not relevant to my search terms or needs 1201 0  • Results were too similar / redundant 316 0  • Returned not enough or no results	• Yes	16251	100	162510
Please describe your experience finding your way around (navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices Responses  • Encountered no difficulties (e.g. error messages, broken links) 612 0 • Links did not take me where I expected 683 0 • Links / labels are difficult to understand, they are not intuitive 1590 0 • Navigated to general area but couldn't find the specific content needed 3498 0 • Too many links or navigational choices 637 0 • Would often feel lost, not know where I was 744 0  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  • Encountered no difficulties 5363 100 5 • I was not sure what words to use in my search 1013 0 • Results were not relevant to my search terms or needs 1201 0 • Results were not relevant to my search terms or needs 1201 0 • Results were too similar / redundant 316 0 • Returned not enough or no results	■ No	4474	0	(
(navigating) DHS.gov today.  NOTE: Excludes "Other" responses  Answer Choices Responses Points  • Encountered no difficulties (e.g. error messages, broken links) 611 100 11  • Had technical difficulties (e.g. error messages, broken links) 612 0  • Links did not take me where I expected 683 0  • Links / labels are difficult to understand, they are not intuitive 1590 0  • Navigated to general area but couldn't find the specific content needed 3498 0  • Too many links or navigational choices 637 0  • Would often feel lost, not know where I was 744 0  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  • Encountered no difficulties 5363 100 5  • I was not sure what words to use in my search 1013 0  • Results were not helpful 2026 0  • Results were not relevant to my search terms or needs 1201 0  • Results were too similar / redundant 316 0  • Returned not enough or no results	Total	20725		162510
NOTE: Excludes "Other" responses  Answer Choices Responses Points  • Encountered no difficulties • Encountered no difficulties (e.g. error messages, broken links) • Links did not take me where I expected • Links / labels are difficult to understand, they are not intuitive • Navigated to general area but couldn't find the specific content needed • Navigated to general area but couldn't find the specific content needed • Would often feel lost, not know where I was • Would often feel lost, not know where I was  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points • Encountered no difficulties 5363 100 5 • I was not sure what words to use in my search 1013 0 • Results were not helpful 2026 0 • Results were not relevant to my search terms or needs 1201 0 • Results were too similar / redundant 316 0 • Returned not enough or no results	Please describe your experience finding your way around			59.05
Answer Choices Points  Encountered no difficulties  Encountered no difficulties  Encountered no difficulties  Had technical difficulties (e.g. error messages, broken links)  Links did not take me where I expected  Links / labels are difficult to understand, they are not intuitive  Navigated to general area but couldn't find the specific content needed  Novigated to general area but couldn't find the specific content needed  Too many links or navigational choices  Would often feel lost, not know where I was  Total  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices  Responses  Points  Encountered no difficulties  Sa63  100  Results were not helpful  Results were not helpful  Results were not relevant to my search terms or needs  Results were too similar / redundant  Returned not enough or no results	(navigating) DHS.gov today.			
<ul> <li>Encountered no difficulties</li> <li>Had technical difficulties (e.g. error messages, broken links)</li> <li>Links did not take me where I expected</li> <li>Links / labels are difficult to understand, they are not intuitive</li> <li>Navigated to general area but couldn't find the specific content needed</li> <li>Too many links or navigational choices</li> <li>Would often feel lost, not know where I was</li> <li>Would often feel lost, not know where I was</li> <li>Total</li> <li>How was your experience using our site search?</li> <li>NOTE: Excludes "Did not use search" and "Other" responses</li> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> <li>Returned not enough or no results</li> </ul>	NOTE: Excludes "Other" responses			
<ul> <li>Encountered no difficulties</li> <li>Had technical difficulties (e.g. error messages, broken links)</li> <li>Links did not take me where I expected</li> <li>Links / labels are difficult to understand, they are not intuitive</li> <li>Navigated to general area but couldn't find the specific content needed</li> <li>Too many links or navigational choices</li> <li>Would often feel lost, not know where I was</li> <li>Would often feel lost, not know where I was</li> <li>Total</li> <li>How was your experience using our site search?</li> <li>NOTE: Excludes "Did not use search" and "Other" responses</li> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>	Answer Choices	Responses	Points	Score
<ul> <li>Links did not take me where I expected</li> <li>Links / labels are difficult to understand, they are not intuitive</li> <li>Navigated to general area but couldn't find the specific content needed</li> <li>Too many links or navigational choices</li> <li>Would often feel lost, not know where I was</li> <li>Would often feel lost, not know where I was</li> <li>WoTotal</li> <li>18958</li> <li>How was your experience using our site search?</li> <li>NOTE: Excludes "Did not use search" and "Other" responses</li> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>	Encountered no difficulties		100	111940
<ul> <li>Links did not take me where I expected</li> <li>Links / labels are difficult to understand, they are not intuitive</li> <li>Navigated to general area but couldn't find the specific content needed</li> <li>Too many links or navigational choices</li> <li>Would often feel lost, not know where I was</li> <li>Would often feel lost, not know where I was</li> <li>WoTotal</li> <li>18958</li> <li>How was your experience using our site search?</li> <li>NOTE: Excludes "Did not use search" and "Other" responses</li> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>	<ul> <li>Had technical difficulties (e.g. error messages, broken links)</li> </ul>	612	0	
<ul> <li>Links / labels are difficult to understand, they are not intuitive</li> <li>Navigated to general area but couldn't find the specific content needed</li> <li>3498</li> <li>Too many links or navigational choices</li> <li>Would often feel lost, not know where I was</li> <li>Would often feel lost, not know where I was</li> <li>Total</li> <li>18958</li> <li>How was your experience using our site search?</li> <li>NOTE: Excludes "Did not use search" and "Other" responses</li> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>	Links did not take me where I expected	683	0	
<ul> <li>Too many links or navigational choices</li> <li>Would often feel lost, not know where I was</li> <li>Total</li> <li>18958</li> <li>How was your experience using our site search?</li> <li>NOTE: Excludes "Did not use search" and "Other" responses</li> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>		1590	0	
Would often feel lost, not know where I was 744 0  Total 18958 11  How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices Responses Points  Encountered no difficulties 5363 100 5  I was not sure what words to use in my search 1013 0  Results were not helpful 2026 0  Results were not relevant to my search terms or needs 1201 0  Results were too similar / redundant 316 0  Returned not enough or no results 657 0	<ul> <li>Navigated to general area but couldn't find the specific content needed</li> </ul>	3498	0	(
How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices  Encountered no difficulties  I was not sure what words to use in my search  Results were not helpful  Results were not relevant to my search terms or needs  Results were too similar / redundant  Returned not enough or no results	<ul> <li>Too many links or navigational choices</li> </ul>	637	0	(
How was your experience using our site search?  NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices  Encountered no difficulties  I was not sure what words to use in my search  Results were not helpful  Results were not relevant to my search terms or needs  Results were too similar / redundant  Returned not enough or no results	<ul> <li>Would often feel lost, not know where I was</li> </ul>	744	0	(
NOTE: Excludes "Did not use search" and "Other" responses  Answer Choices  • Encountered no difficulties • I was not sure what words to use in my search • Results were not helpful • Results were not relevant to my search terms or needs • Results were too similar / redundant • Returned not enough or no results	Total	18958		111940
Answer Choices  Encountered no difficulties  I was not sure what words to use in my search  Results were not helpful  Results were not relevant to my search terms or needs  Results were too similar / redundant  Returned not enough or no results	How was your experience using our site search?			49.37
<ul> <li>Encountered no difficulties</li> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>	NOTE: Excludes "Did not use search" and "Other" responses			
<ul> <li>I was not sure what words to use in my search</li> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> </ul>		Responses	Points	Score
<ul> <li>Results were not helpful</li> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> <li>2026</li> <li>0</li> <li>0</li> <li>0</li> <li>0</li> </ul>			100	53630
<ul> <li>Results were not relevant to my search terms or needs</li> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> <li>1201</li> <li>0</li> <li>657</li> <li>0</li> </ul>	•			(
<ul> <li>Results were too similar / redundant</li> <li>Returned not enough or no results</li> <li>657</li> <li>0</li> </ul>	·			(
• Returned not enough or no results 657 0	·			
·				
- Detrimend to a magnitude of the control of the co				(
	Returned too many results	287	0	53630

## **DHS.gov Customer Satisfaction Survey**

Time Period: 01/01/2020- 12/31/2020

## **Demographic Information**

#### What Information were you looking for today?

Answer Choices	Responses	Percentage
Border management	1211	5.84%
Contact information	1508	7.28%
<ul> <li>Contracting opportunities</li> </ul>	368	1.78%
<ul> <li>Cybersecurity</li> </ul>	1115	5.38%
Disaster assistance	593	2.86%
<ul> <li>Email, RSS feeds, or subscription services</li> </ul>	300	1.45%
<ul> <li>Forms or publications</li> </ul>	1518	7.32%
Human trafficking	1263	6.09%
<ul> <li>Immigration and citizenship</li> </ul>	1578	7.61%
<ul> <li>Information about DHS (leadership, history, etc.)</li> </ul>	1371	6.62%
<ul> <li>Jobs / career information</li> </ul>	2380	11.48%
Law enforcement	936	4.52%
■ News	1644	7.93%
<ul> <li>Photographs</li> </ul>	65	0.31%
Small business resources	236	1.14%
<ul> <li>Training</li> </ul>	1165	5.62%
Travel	3295	15.90%
■ Videos	179	0.86%
Total	20725	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	265	2.91%
<ul> <li>Content wasn't easy to understand</li> </ul>	647	7.11%
<ul> <li>Could not find what I was looking for</li> </ul>	5632	61.92%
Error on page	226	2.48%
Multimedia / technical problem	152	1.67%
Outdated information	417	4.58%
■ Other	1757	19.32%
Total	9096	100%

#### Which of the following best describes you?

Answer Choices	Responses	Percentage
Business representative	1769	8.54%
• Educator	1297	6.26%
Federal government employee	1267	6.11%
First responder / law enforcement official	1155	5.57%
Government contractor	679	3.28%
International visitor	600	2.90%
• Job seeker	1668	8.05%
Media representative	135	0.65%
Non-profit staff or volunteer	766	3.70%
Seeking citizenship or immigration information	659	3.18%
<ul> <li>State, tribal, territorial or local government representative</li> </ul>	376	1.81%
• Student	2870	13.85%
Traveler (domestic or international)	2670	12.88%
• Other	4814	23.23%
Total	20725	100%