



All Users
100.00% Sessions

Total Visits

3,316,514

% of Total: 100.00% (3,316,514)



Avg. Visit Duration

00:01:55

Avg for View: 00:01:55 (0.00%)



Pageviews

7,027,460

% of Total: 100.00% (7,027,460)



Unique Visitors

2,591,292

% of Total: 100.00% (2,591,292)



Avg. Pages / Visit

2.12

Avg for View: 2.12 (0.00%)



Avg. Time on Page

00:01:42

Avg for View: 00:01:42 (0.00%)



Bounce Rate

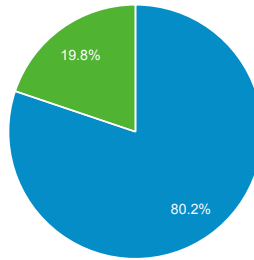
48.66%

Avg for View: 48.66% (0.00%)



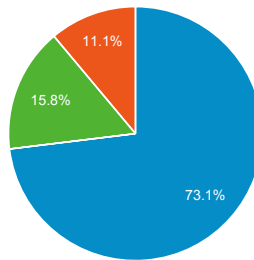
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	1,623,080	37.34%
TSA Pre✓® Transportation Security Administration	968,912	41.59%
Transportation Security Administration	572,902	29.20%
Liquids Rule Transportation Security Administration	384,290	67.42%
Identification Transportation Security Administration	304,590	66.16%

Visits by Social Network

Social Network	Sessions
Facebook	16,781
Twitter	7,727
reddit	1,309
Stack Exchange	556
Instagram	457
Quora	432
TripAdvisor	401
YouTube	388
Naver	198
Pinterest	180

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,441,025	48.07%
(direct) / (none)	991,735	51.77%
search.usa.gov / referral	132,000	41.45%
bing / organic	84,991	33.03%
delta.com / referral	68,580	25.46%
aa.com / referral	55,720	63.19%
yahoo / organic	48,523	39.38%
customersupport.spirit.com / referral	23,281	55.95%
twitter3 / 11_13	23,172	56.32%
dhs.gov / referral	22,656	31.01%