



All Users  
100.00% Sessions

Total Visits

4,088,720

% of Total: 100.00% (4,088,720)



Avg. Visit Duration

00:01:59

Avg for View: 00:01:59 (0.00%)



Pageviews

8,654,945

% of Total: 100.00% (8,654,945)



Unique Visitors

3,181,754

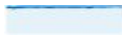
% of Total: 100.00% (3,181,754)



Avg. Pages / Visit

2.12

Avg for View: 2.12 (0.00%)



Avg. Time on Page

00:01:46

Avg for View: 00:01:46 (0.00%)



Bounce Rate

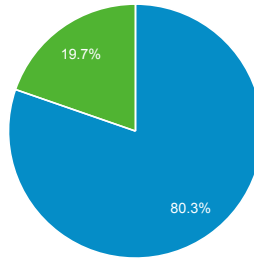
46.87%

Avg for View: 46.87% (0.00%)



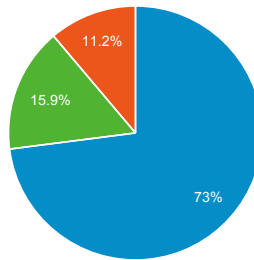
New vs. Returned Visitors

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	1,858,133	37.20%
TSA Pre✓®   Transportation Security Administration	1,056,584	38.16%
Transportation Security Administration	759,804	26.71%
Identification   Transportation Security Administration	562,613	62.23%
Liquids Rule   Transportation Security Administration	431,984	66.29%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,796,892	45.46%
(direct) / (none)	1,231,479	49.69%
search.usa.gov / referral	154,069	41.11%
bing / organic	110,495	31.81%
aa.com / referral	58,341	62.28%
yahoo / organic	55,224	38.57%
delta.com / referral	48,466	29.58%
twitter / 12_11	36,915	56.68%
dhs.gov / referral	33,561	36.36%
Facebook2 / post1	23,689	64.38%

Visits by Social Network

Social Network	Sessions
Facebook	28,349
Twitter	7,213
reddit	1,794
YouTube	705
Stack Exchange	588
Quora	529
TripAdvisor	489
Instagram	422
WordPress	289
Pinterest	253