



All Users
100.00% Sessions

Total Visits

3,405,125

% of Total: 100.00% (3,405,125)



Avg. Visit Duration

00:02:09

Avg for View: 00:02:09 (0.00%)



Pageviews

7,849,298

% of Total: 100.00% (7,849,298)



Unique Visitors

2,614,199

% of Total: 100.00% (2,614,199)



Avg. Pages / Visit

2.31

Avg for View: 2.31 (0.00%)



Avg. Time on Page

00:01:38

Avg for View: 00:01:38 (0.00%)



Bounce Rate

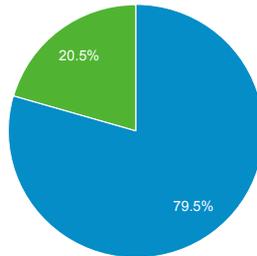
45.13%

Avg for View: 45.13% (0.00%)



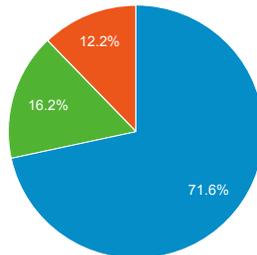
New vs. Returned Visitors

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	2,254,650	32.64%
TSA Pre✓® Transportation Security Administration	1,003,131	36.18%
Transportation Security Administration	727,382	28.74%
Liquids Rule Transportation Security Administration	546,666	64.89%
Identification Transportation Security Administration	260,150	63.55%

Visits by Social Network

Social Network	Sessions
Facebook	16,160
Twitter	5,150
reddit	4,525
Stack Exchange	748
TripAdvisor	641
Quora	576
LinkedIn	256
Blogger	182
YouTube	181
wikiHow	178

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,329,661	43.95%
(direct) / (none)	1,068,178	49.16%
search.usa.gov / referral	141,769	41.27%
delta.com / referral	126,239	27.98%
bing / organic	106,176	32.13%
aa.com / referral	87,273	60.53%
yahoo / organic	61,747	36.73%
dhs.gov / referral	30,852	27.62%
southwest / email	29,639	64.01%
customersupport.spirit.com / referral	28,102	56.57%