

All Users  
100.00% Sessions

Total Visits

**3,795,802**

% of Total: 100.00% (3,795,802)



Avg. Visit Duration

**00:01:16**

Avg for View: 00:01:16 (0.00%)



Pageviews

**5,857,166**

% of Total: 100.00% (5,857,166)



Unique Visitors

**2,546,864**

% of Total: 100.00% (2,546,864)



Avg. Pages / Visit

**1.54**

Avg for View: 1.54 (0.00%)



Avg. Time on Page

**00:02:20**

Avg for View: 00:02:20 (0.00%)



Bounce Rate

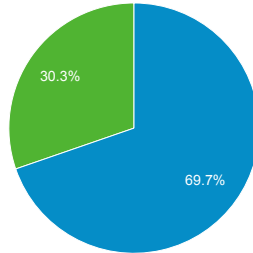
**68.95%**

Avg for View: 68.95% (0.00%)



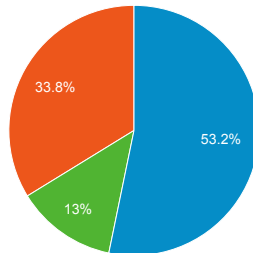
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening   Transportation Security Administration	1,603,432	95.29%
TSA Pre✓®   Transportation Security Administration	917,284	38.52%
Transportation Security Administration	527,874	41.53%
Prohibited Items   Transportation Security Administration	442,965	70.33%
Liquids Rule   Transportation Security Administration	386,486	72.39%

Visits by Social Network

Social Network	Sessions
Facebook	8,170
Twitter	2,705
Stack Exchange	2,034
LinkedIn	513
reddit	482
Quora	306
TripAdvisor	272
Yahoo! Answers	198
Blogger	149
Disqus	120

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,077,765	82.88%
google / organic	1,027,103	51.24%
delta.com / referral	97,294	41.02%
bing / organic	79,969	37.28%
aa.com / referral	70,553	67.07%
yahoo / organic	48,766	41.36%
search.usa.gov / referral	26,770	44.25%
Facebook / CPC	21,399	88.76%
universalenroll.dhs.gov / referral	17,617	38.89%
ultimaterewardspoints.chase.com / referral	11,151	43.44%