TSA.GOV Web Performance Metrics

**All Users** 100.00% Sessions

### Total Visits
- **3,828,850**
  - % of Total: 100.00% (3,828,850)

### Avg. Visit Duration
- **00:02:08**
  - Avg for View: 00:02:08 (0.00%)

### Pageviews
- **8,749,299**
  - % of Total: 100.00% (8,749,299)

### Unique Visitors
- **2,906,150**
  - % of Total: 100.00% (2,906,150)

### Avg. Pages / Visit
- **2.29**
  - Avg for View: 2.29 (0.00%)

### Avg. Time on Page
- **00:01:39**
  - Avg for View: 00:01:39 (0.00%)

### Bounce Rate
- **46.38%**
  - Avg for View: 46.38% (0.00%)

### New vs. Returned Visitors
- % New Visitor: 21.1%
- % Returning Visitor: 78.9%

### Avg. Visits per Visitor
- % 1: 16.6%
- % 2: 79.8%
- % Other: 12.6%

### Visits by Social Network
- Facebook: 24,550
- Twitter: 12,885
- reddit: 1,179
- TripAdvisor: 889
- Stack Exchange: 827
- Quora: 766
- Instagram: 647
- YouTube: 630
- WordPress: 325
- Slashdot: 285

### Visits and Bounce Rate by Source / Medium
<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Sessions</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>google / organic</td>
<td>1,613,638</td>
<td>46.12%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>1,153,107</td>
<td>49.68%</td>
</tr>
<tr>
<td>search.usa.gov / referral</td>
<td>159,783</td>
<td>41.33%</td>
</tr>
<tr>
<td>delta.com / referral</td>
<td>113,033</td>
<td>27.49%</td>
</tr>
<tr>
<td>bing / organic</td>
<td>107,247</td>
<td>33.15%</td>
</tr>
<tr>
<td>aa.com / referral</td>
<td>93,534</td>
<td>62.28%</td>
</tr>
<tr>
<td>yahoo / organic</td>
<td>65,208</td>
<td>38.48%</td>
</tr>
<tr>
<td>dhs.gov / referral</td>
<td>41,981</td>
<td>27.90%</td>
</tr>
<tr>
<td>customersupport.spirit.com / referral</td>
<td>22,886</td>
<td>59.06%</td>
</tr>
<tr>
<td>universalenroll.dhs.gov / referral</td>
<td>20,373</td>
<td>33.86%</td>
</tr>
</tbody>
</table>

### Total Pageviews
- **What Can I Bring? | Transportation Security Administration**
  - Pageviews: 2,606,015
  - Bounce Rate: 36.03%

- **TSA Pre✓ | Transportation Security Administration**
  - Pageviews: 1,033,639
  - Bounce Rate: 35.05%

- **Transportation Security Administration**
  - Pageviews: 743,698
  - Bounce Rate: 28.21%

- **Liquids Rule | Transportation Security Administration**
  - Pageviews: 572,810
  - Bounce Rate: 66.82%

- **Identification | Transportation Security Administration**
  - Pageviews: 296,037
  - Bounce Rate: 64.86%