



All Users
100.00% Sessions

Total Visits

3,871,735

% of Total: 100.00% (3,871,735)



Avg. Visit Duration

00:01:51

Avg for View: 00:01:51 (0.00%)



Pageviews

7,576,641

% of Total: 100.00% (7,576,641)



Unique Visitors

2,969,868

% of Total: 100.00% (2,969,868)



Avg. Pages / Visit

1.96

Avg for View: 1.96 (0.00%)



Avg. Time on Page

00:01:56

Avg for View: 00:01:56 (0.00%)



Bounce Rate

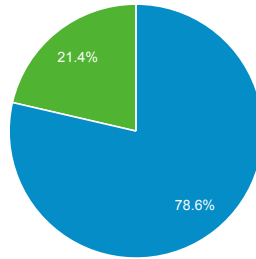
50.58%

Avg for View: 50.58% (0.00%)



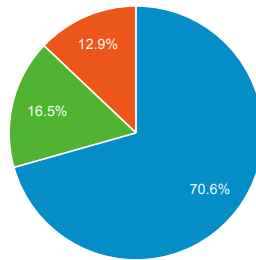
New vs. Returned Visitors

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	1,451,926	48.15%
TSA Pre✓® Transportation Security Administration	928,448	36.76%
Transportation Security Administration	545,495	32.42%
Liquids Rule Transportation Security Administration	401,421	68.65%
Identification Transportation Security Administration	260,918	71.38%

Visits by Social Network

Social Network	Sessions
Facebook	18,355
Twitter	6,641
YouTube	1,706
Instagram	1,574
reddit	1,460
TripAdvisor	961
Quora	812
Stack Exchange	676
LinkedIn	313
wikiHow	174

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,977,500	48.96%
(direct) / (none)	1,051,809	54.24%
search.usa.gov / referral	126,823	45.88%
bing / organic	106,262	36.09%
aa.com / referral	57,477	63.74%
yahoo / organic	49,171	43.92%
delta.com / referral	45,542	33.83%
dhs.gov / referral	30,988	42.35%
TwitterAd / Business_1	16,753	54.06%
FacebookAd / Business_1	16,242	64.62%