



All Users
100.00% Sessions

Total Visits

3,894,248

% of Total: 100.00% (3,894,248)



Avg. Visit Duration

00:01:55

Avg for View: 00:01:55 (0.00%)



Pageviews

7,762,470

% of Total: 100.00% (7,762,470)



Unique Visitors

3,026,332

% of Total: 100.00% (3,026,332)



Avg. Pages / Visit

1.99

Avg for View: 1.99 (0.00%)



Avg. Time on Page

00:01:55

Avg for View: 00:01:55 (0.00%)



Bounce Rate

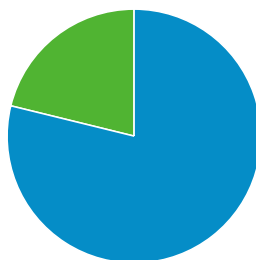
50.61%

Avg for View: 50.61% (0.00%)



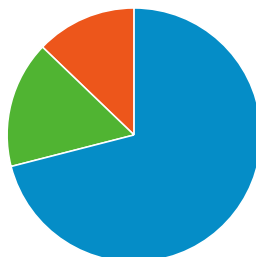
New vs. Returned Visitors

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	1,448,985	47.67%
TSA Pre✓® Transportation Security Administration	935,818	36.49%
Transportation Security Administration	562,843	32.56%
Liquids Rule Transportation Security Administration	411,925	67.18%
Identification Transportation Security Administration	271,052	69.93%

Visits by Social Network

Social Network	Sessions
Facebook	21,115
Twitter	5,993
reddit	1,910
YouTube	1,273
TripAdvisor	1,176
Quora	843
Instagram Stories	586
Stack Exchange	540
Instagram	433
LinkedIn	282

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,964,554	49.13%
(direct) / (none)	1,075,290	53.69%
search.usa.gov / referral	129,808	44.97%
bing / organic	107,649	35.41%
aa.com / referral	56,030	62.51%
yahoo / organic	52,792	42.70%
delta.com / referral	42,264	32.61%
dhs.gov / referral	29,146	42.25%
m.facebook.com / referral	17,643	70.27%
customersupport.spirit.com / referral	16,667	55.47%