



All Users
100.00% Sessions

Total Visits

2,725,655

% of Total: 100.00% (2,725,655)



Avg. Visit Duration

00:01:45

Avg for View: 00:01:45 (0.00%)



Pageviews

5,173,904

% of Total: 100.00% (5,173,904)



Unique Visitors

2,131,325

% of Total: 100.00% (2,131,325)



Avg. Pages / Visit

1.90

Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:01:56

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



Bounce Rate

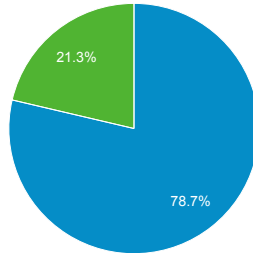
50.28%

Avg for View: 50.28% (0.00%)



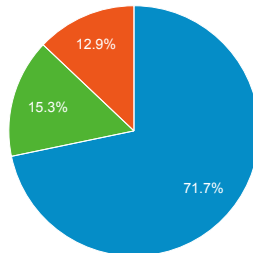
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓® Transportation Security Administration	934,157	32.88%
Transportation Security Administration	573,296	30.90%
Prohibited Items Transportation Security Administration	464,678	62.24%
Liquids Rule Transportation Security Administration	416,397	67.55%
Security Screening Transportation Security Administration	274,237	82.81%

Visits by Social Network

Social Network	Sessions
Facebook	10,895
Twitter	3,893
Stack Exchange	2,666
reddit	825
TripAdvisor	454
Quora	347
WordPress	220
wikiHow	200
Blogger	182
Yahoo! Answers	142

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,068,805	47.38%
(direct) / (none)	872,934	57.44%
bing / organic	93,090	35.54%
delta.com / referral	89,295	30.11%
search.usa.gov / referral	88,744	40.92%
aa.com / referral	67,884	64.08%
yahoo / organic	54,327	39.65%
customersupport.spirit.com / referral	28,556	57.03%
universalenroll.dhs.gov / referral	22,242	33.70%
ultimaterewardspoints.chase.com / referral	12,769	38.70%