

All Users  
100.00% Sessions

Total Visits

**3,862,306**

% of Total: 100.00% (3,862,306)



Avg. Visit Duration

**00:01:11**

Avg for View: 00:01:11 (0.00%)



Pageviews

**5,834,809**

% of Total: 100.00% (5,834,809)



Unique Visitors

**2,551,872**

% of Total: 100.00% (2,551,872)



Avg. Pages / Visit

**1.51**

Avg for View: 1.51 (0.00%)



Avg. Time on Page

**00:02:19**

Avg for View: 00:02:19 (0.00%)



Bounce Rate

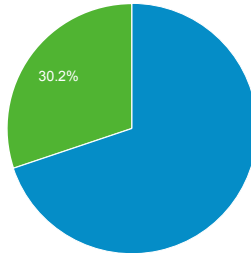
**70.37%**

Avg for View: 70.37% (0.00%)



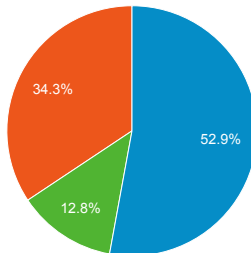
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening   Transportation Security Administration	1,698,731	95.39%
TSA Pre✓®   Transportation Security Administration	855,265	45.94%
Transportation Security Administration	517,593	38.68%
Prohibited Items   Transportation Security Administration	436,760	69.13%
Liquids Rule   Transportation Security Administration	351,105	71.22%

Visits by Social Network

Social Network	Sessions
Facebook	6,859
Twitter	2,700
Stack Exchange	1,818
reddit	464
TripAdvisor	323
Quora	286
LinkedIn	247
Blogger	163
Yahoo! Answers	147
YouTube	115

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,190,663	83.18%
google / organic	924,111	51.26%
delta.com / referral	95,530	38.45%
bing / organic	73,775	37.81%
aa.com / referral	63,722	67.64%
search.usa.gov / referral	50,271	41.73%
yahoo / organic	42,546	41.75%
twitter / cpc	41,813	87.54%
Twitter / CPC	34,862	86.67%
Facebook / CPC	24,649	89.93%