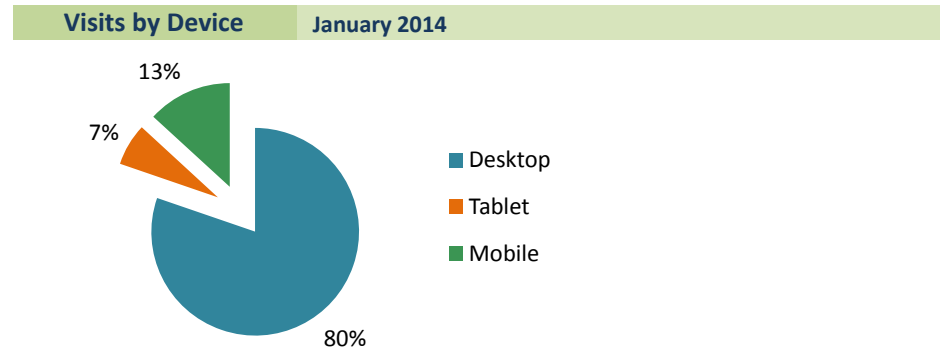


Agency Web Traffic: Content Consumption Report

All Traffic	January 2014	change from prior month
Visits	7,381,057	539,021 ▲ 7.9%
Unique Visitors	5,002,460	167,447 ▲ 3.5%
Pageviews	21,263,869	3,745,700 ▲ 21.4%
Unique Pageviews	15,239,925	2,471,559 ▲ 19.4%
Downloads	1,121,827	351,445 ▲ 45.6%
Unique Downloads	580,847	159,107 ▲ 37.7%

All Traffic includes epa.gov and related sites like energystar.gov and airnow.gov.



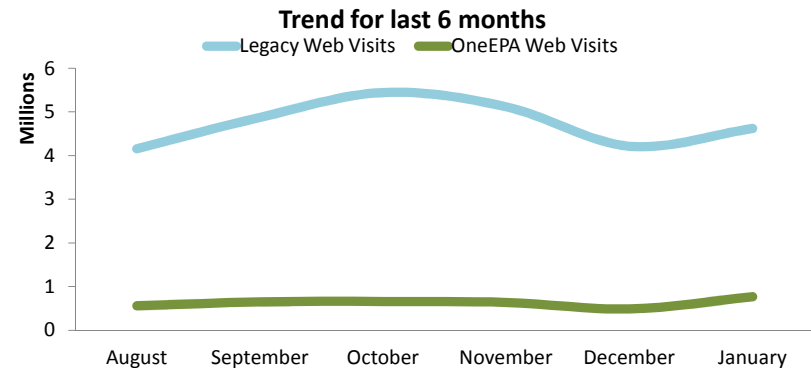
Traffic Segments	Visits	change from prior month	Pageviews	change from prior month	Downloads	change from prior month
Return Visits	2,592,377	391,830 ▲ 17.8%	9,329,324	2,386,374 ▲ 34.4%	679,592	237,499 ▲ 53.7%
Desktop	5,924,181	270,611 ▲ 4.8%	18,521,458	3,127,955 ▲ 20.3%	1,075,538	319,097 ▲ 42.2%
Tablet	485,553	97,449 ▲ 25.1%	1,107,120	273,267 ▲ 32.8%	27,675	11,253 ▲ 68.5%
Mobile	971,323	170,961 ▲ 21.4%	1,635,291	344,478 ▲ 26.7%	18,168	5,859 ▲ 47.6%
Universities & Colleges	342,114	-72,921 ▼ -17.6%	1,039,915	-7,193 ▼ -0.7%	53,299	7,840 ▲ 17.2%
EPA Employees	234,195	16,055 ▲ 7.4%	894,917	192,971 ▲ 27.5%	63,135	17,967 ▲ 39.8%

OneEPA Web vs. Legacy Web

OneEPAWeb	www2.epa.gov	January 2014	change from prior month	
	Visits	761,107	261,492	▲ 52.3%
	Pageviews	4,077,526	2,698,422	▲ 195.7%
Legacy Web	www.epa.gov	January 2014	change from prior month	
	Visits	4,644,742	455,756	▲ 10.9%
	Pageviews	13,992,289	3,201,260	▲ 29.7%

Legacy Web www.epa.gov does not include any subdomains (e.g. water.epa.gov)

Other special content	January 2014	change from prior month
Home Page Views	433,378	54,287 ▲ 14.3%
Home Page Banner Clicks	3,394	1,458 ▲ 75.3%
Press Release Pageviews	56,731	-2,031 ▼ -3.5%
Widget Pageviews	443,122	67,181 ▲ 17.9%





Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for January 2014	by pageviews	January 2014
AIRNow		795,076
NSCEP Environmental Publications - Document Display pg		628,021
EPA Search Results EPA Search US EPA		602,247
US Environmental Protection Agency		431,388
Federal Tax Credits for Energy Efficiency : ENERGY STAR		173,110
EnergyStar FAQ Portal		153,375
Home : ENERGY STAR		125,620
ENERGY STAR Certified Water Heaters EPA ENERGY STAR		96,343
FRS Facility Detail Report Envirofacts US EPA		77,242
U.S. EPA Newsroom - News Releases		77,068
Staff Directory About EPA US EPA		72,345
Consumer Confidence Report US EPA		66,147
Main Map Recycle City U.S. EPA		64,958
The Greenhouse Effect A Student's Guide to Global Climate Cl		61,391
A Student's Guide to Global Climate Change US EPA		61,249
ENERGY STAR Qualified Products : ENERGY STAR		60,314
Search Superfund Site Information Superfund US EPA		58,808
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		58,332
Home Climate Change US EPA		56,858
Learn the Basics A Student's Guide to Global Climate Change		55,352

Top 10 Home Page Banner Clicks for January 2014	by clicks	January 2014
010614-news-release		1,220
120313-read-release		446
121313-read-release		380
010614-learn-more		379
121313-trends-report		262
010614-read-blog		125
121313-learn-more		121
111513-learn-more		110
121713-ecycling-near-you		99
070813-cc-is-happening		86

Top 10 Widgets for January 2014	by pageviews	January 2014
Widget Watersense US EPA		132,959
Daily Tips		108,739
Earth Day Countdown		35,855
Find Your Watershed		33,874
Widget Burn Wise US EPA		32,669
WYCD EPA		32,526
UV Index Widget		28,928
MyEnvironment Widget		14,028
Cleanups Widget		3,804
Create a New Climate For Action		3,773

Top 10 Press Releases and Speeches for January 2014	by pageviews	January 2014
01/06/2014: A Risk You Can Fix: Protect Your Family's Health by Testing Your Home for Radon Gas in 2014 / 21,000 Radon-Related Lung Cancer Deaths Each Year		2,251
01/03/2014: EPA Proposes Updates to Air Standards for Newly Manufactured Woodstoves and Heaters/Updates would make the next generation of woodstoves and		1,395
01/14/2014: EPA Announces Regional Administrator for Region 4 Office in Atlanta		1,379
01/08/2014: EPA Awards Almost Half a Million in Funding to Three Universities for Projects to Reduce Pesticide Risk Including Risks to Bees/Louisiana State, Penn Stat		1,125
12/17/2013: EPA Releases Chemical Screening Data on 1,800 Chemicals/Agency improves access to chemical data and announces ToxCast Data Challenges		1,110
09/20/2013: EPA Proposes Carbon Pollution Standards for New Power Plants / Agency takes important step to reduce carbon pollution from power plants as part of P		1,030
12/03/2013: EPA and DOE Release Annual Fuel Economy Guide with 2014 Models		951
12/11/2013: EPA Seeks Environmental Education Grant Applications		904
01/09/2014: EPA Launches New Citizen Science Website; Resources Available to Conduct Scientific Investigations in Communities		808
01/21/2014: EPA Announces Nearly \$5 Million in Grants to Support Research to Protect America's Urban Watersheds with Green Infrastructure		793