

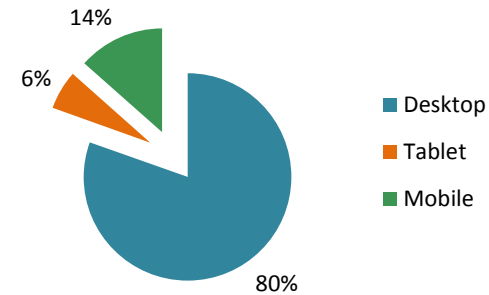


## Agency Web Traffic: Content Consumption Report

All Traffic	April 2014	change from prior month		
Sessions	8,294,433	116,421	▲	1.4%
Unique Users	5,462,555	-1,243	▼	0.0%
Pageviews	25,397,675	1,494,357	▲	6.3%
Unique Pageviews	17,941,909	895,078	▲	5.3%
Downloads	1,458,451	10,910	▲	0.8%
Unique Downloads	731,925	10,145	▲	1.4%

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

### Sessions by Device April 2014



Traffic Segments	Sessions	change from prior month			Pageviews	change from prior month			Downloads	change from prior month		
Return Sessions	3,214,608	169,915	▲	5.6%	11,760,342	857,041	▲	7.9%	868,387	14,898	▲	1.7%
Desktop	6,671,984	41,598	▲	0.6%	22,220,379	1,242,324	▲	5.9%	1,382,478	10,698	▲	0.8%
Tablet	507,348	8,122	▲	1.6%	1,275,531	105,081	▲	9.0%	40,160	-1,612	▼	-3.9%
Mobile	1,115,101	66,701	▲	6.4%	1,901,765	146,952	▲	8.4%	35,813	1,824	▲	5.4%
Universities & Colleges	641,494	112,614	▲	21.3%	1,972,539	419,701	▲	27.0%	104,301	14,957	▲	16.7%
EPA Employees	230,485	1,599	▲	0.7%	954,550	23,351	▲	2.5%	76,026	1,840	▲	2.5%

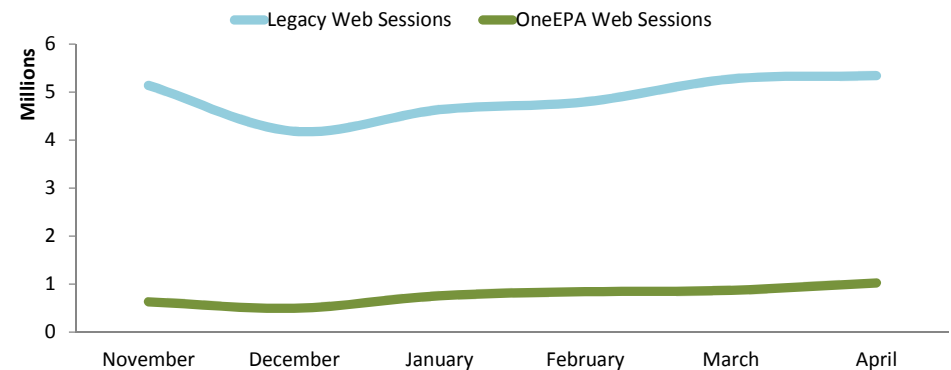
### OneEPA Web vs. Legacy Web

OneEPAWeb www2.epa.gov	April 2014	change from prior month		
Sessions	1,028,772	155,227	▲	17.8%
Pageviews	2,449,392	342,087	▲	16.2%
Legacy Web www.epa.gov	April 2014	change from prior month		
Sessions	5,347,597	67,144	▲	1.3%
Pageviews	13,551,686	957,949	▲	7.6%

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

Other special content	April 2014	change from prior month		
Home Page Views	496,573	23,006	▲	4.9%
Home Page Banner Clicks	4,976	757	▲	17.9%
Press Release Pageviews	90,071	2,168	▲	2.5%
Widget Pageviews	398,789	105,114	▲	35.8%

### Trend for last 6 months





## Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for April 2014	by Pageviews	April 2014
NSCEP Environmental Publications - Document Display pg		722,382
US Environmental Protection Agency		496,573
AIRNow		311,632
Main Map   Recycle City   U.S. EPA		210,279
Federal Tax Credits for Energy Efficiency : ENERGY STAR		144,548
Home : ENERGY STAR		121,616
Northeast   Recycle City   U.S. EPA		99,899
North-West   Recycle City   U.S. EPA		97,170
Southeast   Recycle City   U.S. EPA		91,116
UV Index Search Results   Envirofacts   US EPA		88,711
The Greenhouse Effect   A Student's Guide to Global Climate Ch		88,103
A Student's Guide to Global Climate Change   US EPA		85,934
Home   Climate Change   US EPA		85,914
ENERGY STAR Certified Light Bulbs   EPA ENERGY STAR		85,845
Staff Directory   About EPA   US EPA		83,805
Learn the Basics   A Student's Guide to Global Climate Change		83,359
U.S. EPA Newsroom - News Releases		81,169
FRS Facility Detail Report   Envirofacts   US EPA		80,967
ENERGY STAR Certified Water Heaters   EPA ENERGY STAR		80,374
Southwest   Recycle City   U.S. EPA		79,214

Top 10 Home Page Banner Clicks for April 2014	by Clicks	April 2014
040714-view-gallery-a-day-in-the-life		640
032514-read-release		534
041614-read-release-lead-poisoning		446
032514-learn-more		329
030414-read-release		242
041614-learn-more-lead-poisoning		149
041714-read-release-battle-of-the-buildings		131
111513-learn-more		128
041014-read-release-energy-star-top-25		110
042414-news-green-power-partnership		107

Top 10 Widgets for April 2014	by Pageviews	April 2014
Widget   Watersense   US EPA		90,158
iWARM Widget   US EPA		54,201
WYCD EPA		42,510
Find Your Watershed		39,033
Environmental Tip of the Day   US EPA		38,027
UV Index Widget		27,591
Find Your Watershed Widget   US EPA		26,600
ECHO Quick Search Widget   Enforcement & Compliance History Online (E		14,395
Widget   Burn Wise   US EPA		13,950
MyEnvironment Widget		9,585

Top 10 Press Releases and Speeches for April 2014	by Pageviews	April 2014
Speech: Earth Day Kickoff		3,089
04/17/2014: Corporate-wide Settlement with Lowe's Protects Public from Lead Pollution During Home Renovations		2,466
03/25/2014: EPA and Army Corps of Engineers Clarify Protection for Nation's Streams and Wetlands: Agriculture's Exemptions and Exclusions from Clean Water Act Exp		2,187
02/18/2014: EPA TAKES ACTION TO PROTECT PUBLIC FROM HARMFUL LEAD EXPOSURE		1,825
04/10/2014: EPA Releases Top 25 List of Cities with Most Energy Star Buildings / Los Angeles, Washington, D.C., Atlanta, New York, San Francisco make top five, cutting		1,483
04/11/2014: EPA Proposes Plan to Remove Toxic Sediment from the Passaic River; Largest Cleanup in EPA History Will Protect People's Health and Create Jobs		1,465
04/15/2014: EPA Publishes 19th Annual U.S. Greenhouse Gas Inventory		1,361
03/31/2014: EPA Takes Action to Protect Public from an Illegal Nano Silver Pesticide in Food Containers; Cites NJ Company for Selling Food Containers with an Unregistr		1,260
04/03/2014: National Settlement Yields Hundreds of Millions for Superfund Sites in New Jersey and New York; Parties Reach Agreement for More than \$4 Billion to Pay		935
04/03/2014: EPA Honors 2014 Energy Star Partners of the Year		803