



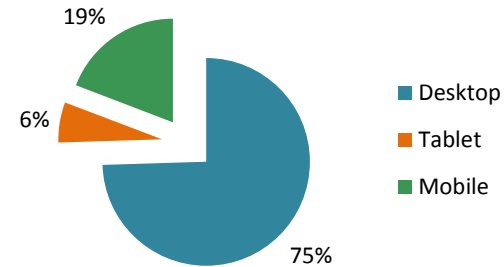
Agency Web Traffic: Content Consumption Report

| All Traffic | July 2014 | change from prior month | | |
|------------------|------------|-------------------------|---|-------|
| Sessions | 6,303,639 | -485,201 | ▼ | -7.1% |
| Unique Users | 4,130,337 | -316,637 | ▼ | -7.1% |
| Pageviews | 18,046,402 | -1,477,870 | ▼ | -7.6% |
| Unique Pageviews | 13,187,134 | -1,004,909 | ▼ | -7.1% |
| Downloads | 1,215,659 | -78,155 | ▼ | -6.0% |
| Unique Downloads | 608,473 | -25,504 | ▼ | -4.0% |

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

| Traffic Segments | Sessions | change from prior month | | | Pageviews | change from prior month | | | Downloads | change from prior month | | |
|-------------------------|-----------|-------------------------|---|-------|------------|-------------------------|---|-------|-----------|-------------------------|---|--------|
| Return Sessions | 2,465,565 | -150,231 | ▼ | -5.7% | 9,045,452 | -528,182 | ▼ | -5.5% | 762,217 | -58,102 | ▼ | -7.1% |
| Desktop | 4,697,054 | -479,838 | ▼ | -9.3% | 15,074,440 | -1,487,367 | ▼ | -9.0% | 1,109,602 | -107,281 | ▼ | -8.8% |
| Tablet | 395,627 | -24,789 | ▼ | -5.9% | 869,135 | -66,378 | ▼ | -7.1% | 40,295 | 2,631 | ▲ | 7.0% |
| Mobile | 1,208,592 | 8,292 | ▲ | 0.7% | 2,102,827 | 75,875 | ▲ | 3.7% | 59,114 | 14,459 | ▲ | 32.4% |
| Universities & Colleges | 222,002 | -21,572 | ▼ | -8.9% | 704,730 | -48,578 | ▼ | -6.4% | 47,137 | -5,650 | ▼ | -10.7% |
| EPA Employees | 211,126 | 766 | ▲ | 0.4% | 915,333 | 6,833 | ▲ | 0.8% | 73,809 | 5,784 | ▲ | 8.5% |

Sessions by Device July 2014



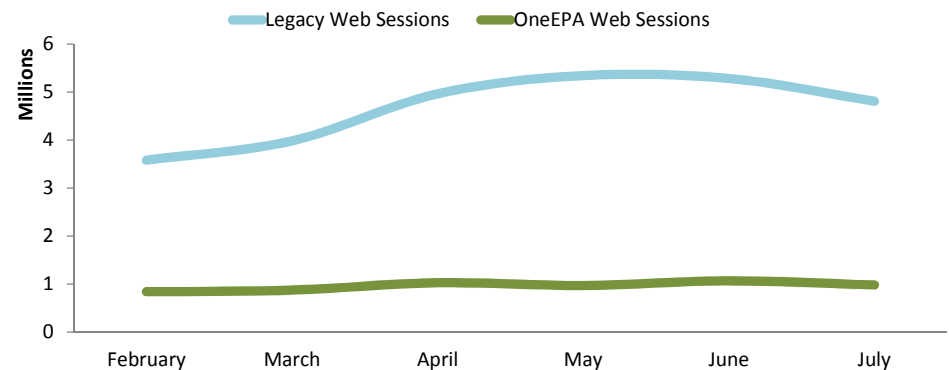
OneEPA Web vs. Legacy Web

| OneEPAWeb www2.epa.gov | July 2014 | change from prior month | | |
|------------------------|-----------|-------------------------|---|--------|
| Sessions | 981,738 | -85,979 | ▼ | -8.1% |
| Pageviews | 2,385,137 | -311,869 | ▼ | -11.6% |
| Legacy Web www.epa.gov | July 2014 | change from prior month | | |
| Sessions | 3,585,628 | -398,809 | ▼ | -10.0% |
| Pageviews | 7,853,086 | -1,066,962 | ▼ | -12.0% |

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

| Other special content | July 2014 | change from prior month | | |
|-------------------------|-----------|-------------------------|---|--------|
| Home Page Views | 333,023 | -47,985 | ▼ | -12.6% |
| Home Page Banner Clicks | 6,912 | -12,247 | ▼ | -63.9% |
| Press Release Pageviews | 84,740 | -30,615 | ▼ | -26.5% |
| Widget Pageviews | 376,630 | -45,676 | ▼ | -10.8% |

Trend for last 6 months





Agency Web Traffic: Content Consumption Report

| Top 20 Page Titles for July 2014 | by Pageviews | July 2014 |
|---|--------------|-----------|
| NSCEP Environmental Publications - Document Display pg | | 627,038 |
| US Environmental Protection Agency | | 333,021 |
| UV Index Search Results Envirofacts US EPA | | 149,126 |
| UV Index SunWise US EPA | | 123,131 |
| Home : ENERGY STAR | | 115,903 |
| AIRNow - Homepage | | 91,707 |
| Federal Tax Credits for Energy Efficiency : ENERGY STAR | | 79,819 |
| ENERGY STAR Certified Light Bulbs EPA ENERGY STAR | | 77,194 |
| All Certified Products Products | | 75,839 |
| U.S. EPA Newsroom - News Releases | | 75,143 |
| ENERGY STAR Certified Residential Refrigerators EPA ENERGY | | 72,007 |
| FRS Facility Detail Report Envirofacts US EPA | | 70,087 |
| ENERGY STAR Certified Water Heaters EPA ENERGY STAR | | 65,806 |
| 10 consejos útiles para eliminar las chinches de cama Pesticide | | 64,188 |
| Staff Directory About EPA US EPA | | 61,742 |
| Properly Sized Room AC : ENERGY STAR | | 54,481 |
| A Brief Guide to Mold, Moisture, and Your Home Mold and Mi | | 52,529 |
| Bed Bugs US EPA | | 51,958 |
| SDWIS Search Envirofacts US EPA | | 51,577 |
| Consumer Confidence Report US EPA | | 50,323 |

| Top 10 Home Page Banner Clicks for July 2014 | by Clicks | July 2014 |
|--|-----------|-----------|
| 060614-cpp-more-info-b1 | | 1,270 |
| 060614-news-release-cpp-b1 | | 939 |
| 060614-cpp-state-specific-info-b1 | | 924 |
| 070814-news-release-waters-us | | 708 |
| 070814-gen-info-waters-us | | 619 |
| 071114-view-gallery | | 245 |
| 071714-read-release-insect-graphic | | 237 |
| 060414-overview-b2 | | 232 |
| 070814-blog-post-waters-us | | 129 |
| 060614-day-in-the-life-photos-b5 | | 124 |

| Top 10 Widgets for July 2014 | by Pageviews | July 2014 |
|---------------------------------------|--------------|-----------|
| Widget Watersense US EPA | | 92,296 |
| Environmental Tip of the Day US EPA | | 37,661 |
| UV Index Widget | | 29,326 |
| EF UV Index Widget US EPA | | 22,014 |
| TRI Explorer Widget | | 18,439 |
| Find Your Watershed Widget US EPA | | 17,456 |
| WYCD EPA | | 17,318 |
| Find Your Watershed | | 17,096 |
| Widget Burn Wise US EPA | | 15,553 |
| EF TRI Widget US EPA | | 14,964 |

| Top 10 Press Releases and Speeches for July 2014 | by Pageviews | July 2014 |
|---|--------------|-----------|
| 06/02/2014: EPA Proposes First Guidelines to Cut Carbon Pollution from Existing Power Plants/Clean Power Plan is flexible proposal to ensure a healthier environment, | | 5,178 |
| 07/17/2014: EPA Introduces New Graphic to Help Consumers Make Informed Choices about Insect Repellents | | 2,106 |
| 07/01/2014: EPA Proposes Updates to Reduce Methane, Other Harmful Pollution from New Landfills/Agency also seeks public input on potential updates to guidelines | | 1,715 |
| 07/17/2014: EPA Awarding \$2.1 Million to Revitalize Urban Waters | | 1,577 |
| 06/27/2014: EPA Proposes Approval of New Climate-Friendly Refrigerants / Proposal supports president's Climate Action Plan by curbing emissions of potent greenhou | | 1,535 |
| 06/09/2014: FDA and EPA issue updated draft advice for fish consumption / Advice encourages pregnant women and breastfeeding mothers to eat more fish that are lo | | 1,421 |
| 07/07/2014: EPA Provides Tool to Help Communities Become More Flood Resilient /Smart growth approaches can help communities prepare for and recover from disa | | 1,329 |
| 07/21/2014: EPA Warning: Recharging Air Conditioners with Wrong Refrigerant Poses Injury and Fire Risks | | 1,251 |
| 07/10/2014: EPA Proposes to Replace and Reduce Harmful Greenhouse Gases | | 978 |
| 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 | | 929 |