

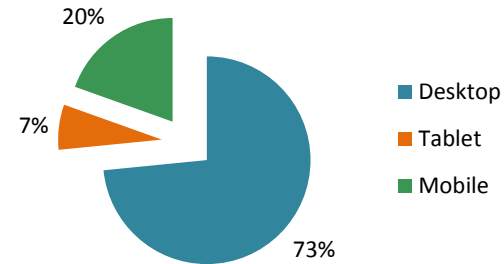


Agency Web Traffic: Content Consumption Report

All Traffic	January 2015	change from prior month		
Sessions	7,528,229	980,534	▲	15.0%
Unique Users	5,314,031	711,026	▲	15.4%
Pageviews	21,394,224	2,895,922	▲	15.7%
Unique Pageviews	15,425,461	2,071,989	▲	15.5%
Downloads	1,343,106	248,002	▲	22.6%
Unique Downloads	674,219	115,531	▲	20.7%

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

Sessions by Device January 2015



Traffic Segments	Sessions	change from prior month			Pageviews	change from prior month			Downloads	change from prior month		
Return Sessions	2,819,921	231,637	▲	8.9%	9,947,817	934,005	▲	10.4%	810,769	131,411	▲	19.3%
Desktop	5,532,508	582,467	▲	11.8%	17,566,581	2,060,266	▲	13.3%	1,222,800	213,642	▲	21.2%
Tablet	529,794	113,764	▲	27.3%	1,242,077	289,635	▲	30.4%	54,997	23,847	▲	76.6%
Mobile	1,471,853	294,793	▲	25.0%	2,585,566	546,021	▲	26.8%	82,032	27,387	▲	50.1%
Universities & Colleges	343,037	-71,311	▼	-17.2%	1,026,009	-98,838	▼	-8.8%	64,852	-1,783	▼	-2.7%
EPA Employees	170,974	13,232	▲	8.4%	813,316	70,950	▲	9.6%	59,981	7,143	▲	13.5%

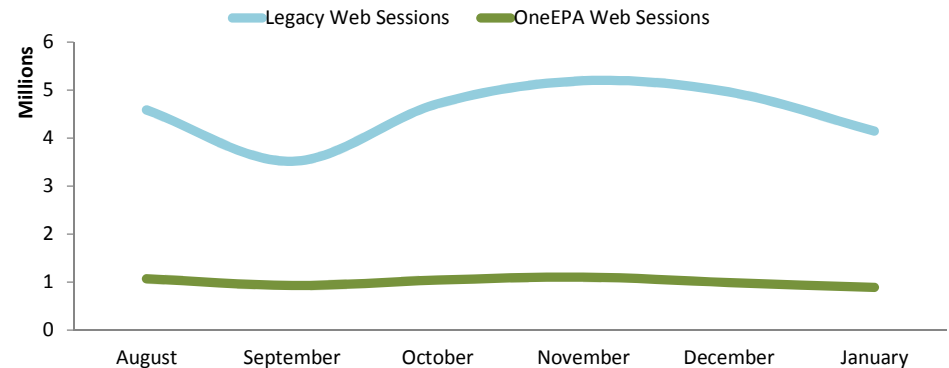
OneEPA Web vs. Legacy Web

OneEPAWeb www2.epa.gov	January 2015	change from prior month		
Sessions	1,068,662	179,215	▲	20.1%
Pageviews	2,558,425	460,710	▲	22.0%
Legacy Web www.epa.gov	January 2015	change from prior month		
Sessions	4,588,175	440,554	▲	10.6%
Pageviews	10,205,040	1,040,697	▲	11.4%

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

Other special content	January 2015	change from prior month		
Home Page Views	314,603	22,282	▲	7.6%
Home Page Banner Clicks	10,301	2,103	▲	25.7%
Press Release Pageviews	85,826	8,780	▲	11.4%
Widget Pageviews	425,078	92,384	▲	27.8%

Trend for last 6 months





Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for January 2015	by Pageviews	January 2015
NSCEP Environmental Publications - Document Display pg		599,062
Search results Search US EPA		540,572
US Environmental Protection Agency		314,603
ENERGY STAR		178,517
Special Offers and Rebates from ENERGY STAR Partners EPA EI		132,139
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		114,407
Main Map Recycle City U.S. EPA		102,674
AIRNow - Homepage		91,956
ENERGY STAR Certified Water Heaters EPA ENERGY STAR		89,373
All Certified Products ENERGY STAR Qualified Products		86,247
U.S. EPA Newsroom - News Releases		69,379
FRS Facility Detail Report Envirofacts US EPA		68,708
Federal Tax Credits for Consumer Energy Efficiency About ENE		67,572
Staff Directory About EPA US EPA		67,284
ENERGY STAR Certified Residential Refrigerators EPA ENERGY		64,661
A Student's Guide to Global Climate Change US EPA		63,331
ENERGY STAR Certified Residential Clothes Washers EPA ENER		55,710
Learn the Basics A Student's Guide to Global Climate Change		55,529
Laws & Regulations US EPA		53,689
Search Superfund Site Information Superfund US EPA		53,553

Top 10 Home Page Banner Clicks for January 2015	by Clicks	January 2015
111014-myenvironment-learn-more-typeinbox		3,708
111014-myenvironment-learn-more		1,490
111014-myenvironment-learn-more-typeinsubmitbutton		669
010915-radon-learn-more		640
121514-save-energy-learn-tool		577
011515-read-release		554
103114-climate-plan-news-release		415
121514-save-energy-learn-more		349
112614-smog-release		348
112614-smog-read-oped		273

Top 10 Widgets for January 2015	by Pageviews	January 2015
Widget Watersense US EPA		85,901
Protect Your Family. Look for the Logo. US EPA		69,078
Widget Burn Wise US EPA		34,932
Environmental Tip of the Day US EPA		28,903
Find Your Watershed		27,365
WYCD EPA		22,092
TRI Explorer Widget		21,619
ECHO Quick Search Widget Enforcement & Compliance History Online (E		20,597
Find Your Watershed Widget US EPA		20,194
UV Index Widget		15,996

Top 10 Press Releases and Speeches for January 2015	by Pageviews	January 2015
01/16/2015: EPA Launches Finance Center to Improve Community Water Infrastructure and Resiliency		2,222
12/19/2014: EPA Takes Action to Protect Public from Harmful Lead Exposure		1,356
01/05/2015: EPA Revised Chlorpyrifos Assessment Shows Risk to Workers		1,232
01/14/2015: EPA Releases 2013 Toxics Release Inventory National Analysis		1,207
01/14/2015: FACT SHEET: EPA'S STRATEGY FOR REDUCING METHANE AND OZONE-FORMING POLLUTION FROM THE OIL AND NATURAL GAS INDUSTRY		1,165
01/15/2015: EPA Urges Home Radon Testing/Protect Your Family from Lung Cancer Caused by Exposure to Radon in Your Home		1,131
01/27/2015: EPA Helps 22 Communities to Meet their Sustainability Goals and Foster Economic Development		1,123
01/08/2015: EPA Proposes Rule to Protect Consumers from Harmful Chemicals Found in Homes and Schools		972
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,		970
11/26/2014: EPA Proposes Smog Standards to Safeguard Americans from Air Pollution		964