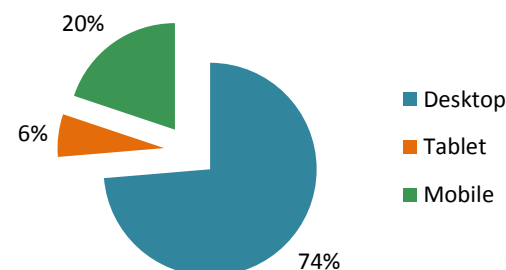


Agency Web Traffic: Content Consumption Report

All Traffic	April 2015	change from prior month		
Sessions	9,055,102	-35,249	▼	-0.4%
Unique Users	6,288,896	-59,890	▼	-0.9%
Pageviews	26,789,950	374,226	▲	1.4%
Unique Pageviews	18,893,154	53,688	▲	0.3%
Downloads	1,442,356	-33,425	▼	-2.3%
Unique Downloads	735,293	-17,160	▼	-2.3%

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

Sessions by Device April 2015



Traffic Segments	Sessions	change from prior month			Pageviews	change from prior month			Downloads	change from prior month		
Return Sessions	3,527,591	-27,004	▼	-0.8%	12,654,000	140,790	▲	1.1%	861,796	-33,181	▼	-3.7%
Desktop	6,668,256	-63,954	▼	-1.0%	22,054,277	334,780	▲	1.5%	1,317,643	-13,740	▼	-1.0%
Tablet	586,037	-1,345	▼	-0.2%	1,447,160	26,791	▲	1.9%	51,337	5,400	▲	11.8%
Mobile	1,797,061	23,859	▲	1.3%	3,288,530	12,618	▲	0.4%	79,689	-2,785	▼	-3.4%
Universities & Colleges	698,568	114,363	▲	19.6%	2,020,435	360,654	▲	21.7%	106,136	15,580	▲	17.2%
EPA Employees	191,758	-8,794	▼	-4.4%	968,929	-20,172	▼	-2.0%	70,112	-4,444	▼	-6.0%

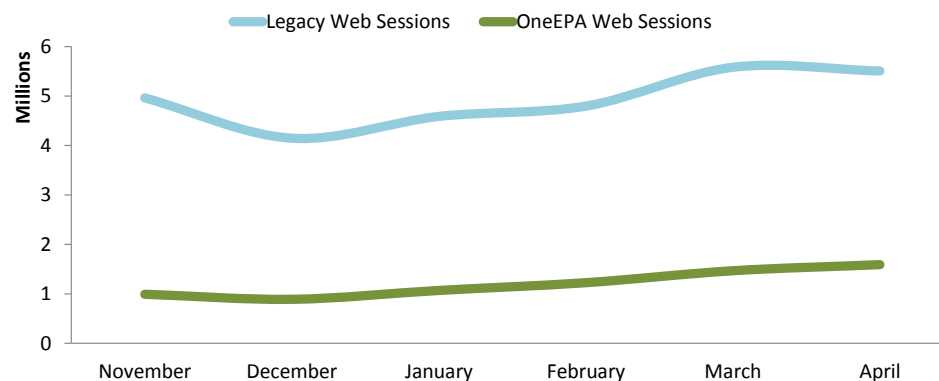
OneEPA Web vs. Legacy Web

OneEPAWeb www2.epa.gov	April 2015	change from prior month		
Sessions	1,590,270	123,501	▲	8.4%
Pageviews	3,639,090	113,246	▲	3.2%
Legacy Web www.epa.gov	April 2015	change from prior month		
Sessions	5,506,569	-75,874	▼	-1.4%
Pageviews	12,172,968	-33,688	▼	-0.3%

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

Other special content	April 2015	change from prior month		
Home Page Views	393,039	15,619	▲	4.1%
Home Page Banner Clicks	15,883	1,218	▲	8.3%
Press Release Pageviews	98,878	2,345	▲	2.4%
Widget Pageviews	467,529	6,112	▲	1.3%

Trend for last 6 months



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for April 2015	by pageviews	April 2015
NSCEP Environmental Publications - Document Display pg		647,768
Search results Search US EPA		643,097
US Environmental Protection Agency		393,039
Main Map Recycle City U.S. EPA		213,323
ENERGY STAR		166,988
Special Offers and Rebates from ENERGY STAR Partners EPA EI		127,126
UV Index Search Results Envirofacts US EPA		120,867
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		110,240
Federal Tax Credits for Consumer Energy Efficiency About ENEI		102,308
AirNow		101,441
Northeast Recycle City U.S. EPA		98,274
North-West Recycle City U.S. EPA		97,739
Bed Bugs: Get Them Out and Keep Them Out US EPA		96,168
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and Ke		90,237
UV Index SunWise US EPA		87,959
All Certified Products ENERGY STAR Qualified Products		87,219
Southeast Recycle City U.S. EPA		86,800
A Student's Guide to Global Climate Change US EPA		83,536
Learn the Basics A Student's Guide to Global Climate Change		80,279
FRS Facility Detail Report Envirofacts US EPA		78,298

Top 10 Home Page Banner Clicks for April 2015	by clicks	April 2015
111014-myenvironment-learn-more-typeinbox		9,470
111014-myenvironment-learn-more		1,809
032615-fuel-economy-read-release		808
030415-learn-more-safer-choice		639
032615-fuel-economy-read-report		445
042015-earth-day		361
040615-es-part-of-year-read-release		341
042115-lorax-download-activity-book		328
040915-read-release-water-mobile-app		267
032515-es-cities-read-release		201

Top 10 Widgets for April 2015	by pageviews	April 2015
Protect Your Family. Look for the Logo. US EPA		84,952
Widget Watersense US EPA		78,254
WYCD EPA		40,779
Find Your Watershed		38,769
Find Your Watershed Widget US EPA		25,464
Environmental Tip of the Day US EPA		24,389
ECHO Quick Search Widget Enforcement & Compliance History Online (EI		24,113
TRI Explorer Widget		23,001
UV Index Widget		20,154
Widget Burn Wise US EPA		18,304

Top 10 Press Releases and Speeches for April 2015	by pageviews	April 2015
Speech: Earth Day Kickoff		1,818
04/06/2015: EPA Honors 2015 Energy Star Partners of the Year for Leadership on Energy Efficiency, Acting on Climate /		1,748
04/07/2015: EPA, NASA, NOAA and USGS Creating Early Warning System to Detect Harmful Algal Blooms		1,711
03/26/2015: EPA Report: Automakers Surpassing Light-Duty Greenhouse Gas Standards		1,701
04/21/2015: DOI, EPA, NOAA announce Resilient Lands and Waters Initiative to prepare natural resources for climate change		1,017
04/07/2015: EPA Releases New Website Enabling the Public to Track Compliance Status of Public Water Systems		997
04/14/2015: EPA Publishes 20th Annual U.S. Greenhouse Gas Inventory		825
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, :		810
03/26/2015: NEWS ADVISORY: EPA Issues Pesticides Warning in Caribbean; Methyl Bromide Suspected of Making Four People Ill on St. John, U.S. VI		723
04/15/2015: EPA Seeks Public Comments on Draft EJ 2020 Action Agenda Framework		676