

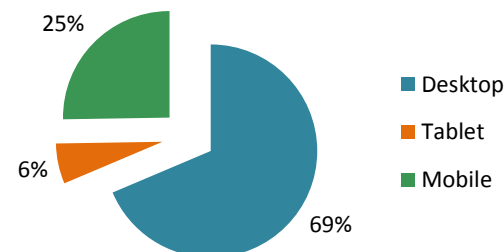
## Agency Web Traffic: Content Consumption Report

### All Traffic July 2015 change from prior month

|                  |            |            |   |        |
|------------------|------------|------------|---|--------|
| Sessions         | 6,625,220  | -761,854   | ▼ | -10.3% |
| Unique Users     | 4,558,243  | -546,729   | ▼ | -10.7% |
| Pageviews        | 18,772,469 | -8,339,016 | ▼ | -30.8% |
| Unique Pageviews | 13,527,323 | -3,972,306 | ▼ | -22.7% |
| Downloads        | 1,312,586  | -52,862    | ▼ | -3.9%  |
| Unique Downloads | 652,520    | -50,085    | ▼ | -7.1%  |

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

### Sessions by Device July 2015



| Traffic Segments        | Sessions  | change from prior month | Pageviews  | change from prior month | Downloads | change from prior month |
|-------------------------|-----------|-------------------------|------------|-------------------------|-----------|-------------------------|
| Return Sessions         | 2,603,626 | -275,182 ▼ -9.6%        | 9,455,853  | -6,518,520 ▼ -40.8%     | 792,437   | -65,878 ▼ -7.7%         |
| Desktop                 | 4,547,737 | -661,777 ▼ -12.7%       | 14,876,093 | -8,098,096 ▼ -35.2%     | 1,143,084 | -88,421 ▼ -7.2%         |
| Tablet                  | 405,595   | -44,078 ▼ -9.8%         | 897,019    | -88,618 ▼ -9.0%         | 48,938    | 4,042 ▲ 9.0%            |
| Mobile                  | 1,673,820 | -49,676 ▼ -2.9%         | 2,999,357  | -152,302 ▼ -4.8%        | 120,564   | 31,518 ▲ 35.4%          |
| Universities & Colleges | 216,785   | -38,779 ▼ -15.2%        | 676,160    | -93,186 ▼ -12.1%        | 45,884    | -7,767 ▼ -14.5%         |
| EPA Employees           | 188,560   | 1,794 ▲ 1.0%            | 923,853    | -61,403 ▼ -6.2%         | 86,017    | 19,459 ▲ 29.2%          |

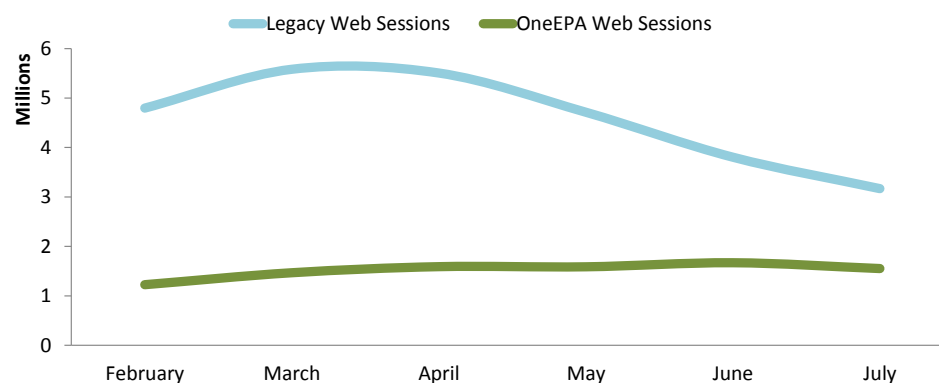
### OneEPA Web vs. Legacy Web

| OneEPAWeb www2.epa.gov | July 2015 | change from prior month |
|------------------------|-----------|-------------------------|
| Sessions               | 1,551,960 | -117,402 ▼ -7.0%        |
| Pageviews              | 3,401,517 | -287,634 ▼ -7.8%        |
| Legacy Web www.epa.gov | July 2015 | change from prior month |
| Sessions               | 3,168,369 | -635,647 ▼ -16.7%       |
| Pageviews              | 6,689,992 | -1,400,401 ▼ -17.3%     |

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

| Other special content   | July 2015 | change from prior month |
|-------------------------|-----------|-------------------------|
| Home Page Views         | 258,809   | -39,860 ▼ -13.3%        |
| Home Page Banner Clicks | 4,638     | -2,620 ▼ -36.1%         |
| Press Release Pageviews | 80,496    | -18,268 ▼ -18.5%        |
| Widget Pageviews        | 353,488   | -64,747 ▼ -15.5%        |

### Trend for last 6 months



## Agency Web Traffic: Content Consumption Report

| Top 20 Page Titles for July 2015   | by pageviews | July 2015 |
|--|--------------|-----------|
| NSCEP Environmental Publications - Document Display pg                             |              | 563,583   |
| Search results   Search   US EPA   |              | 427,029   |
| TRI-MEweb Workflow   |              | 295,511   |
| US Environmental Protection Agency   |              | 258,809   |
| Do-it-yourself Bed Bug Control   Bed Bugs: Get Them Out and Keep Them Out   US EPA |              | 178,394   |
| UV Index Search Results   Envirofacts   US EPA                                     |              | 173,866   |
| ENERGY STAR   The Simple Choice for Energy Efficiency                              |              | 136,947   |
| AirNow   |              | 134,051   |
| Special Offers and Rebates from ENERGY STAR Partners   EPA ENERGY STAR             |              | 132,804   |
| UV Index   SunWise   US EPA  |              | 125,493   |
| Bed Bugs: Get Them Out and Keep Them Out   US EPA                                  |              | 122,547   |
| ENERGY STAR Certified Light Bulbs   EPA ENERGY STAR                                |              | 92,341    |
| How to Find Bed Bugs   Bed Bugs: Get Them Out and Keep Them Out   US EPA           |              | 86,174    |
| FRS Facility Detail Report   Envirofacts   US EPA                                  |              | 78,155    |
| Federal Tax Credits for Consumer Energy Efficiency   About ENERGY STAR             |              | 71,752    |
| ENERGY STAR Certified Residential Refrigerators   EPA ENERGY STAR                  |              | 69,835    |
| 10 consejos útiles para eliminar las chinches de cama   Pesticide Use Reduction    |              | 67,461    |
| Staff Directory   About EPA   US EPA   |              | 66,809    |
| U.S. EPA Newsroom - News Releases  |              | 66,591    |
| Properly Sized Room AC : ENERGY STAR   |              | 63,490    |

| Top 10 Home Page Banner Clicks for July 2015 | by clicks | July 2015 |
|--|-----------|-----------|
| 062215-cira-read-release                     |           | 1,542     |
| 052615-read-release                          |           | 684       |
| 052615-learn-more                            |           | 392       |
| 061915-heavy-vehicle-read-release            |           | 339       |
| 063015-local-foods-read-release              |           | 338       |
| 062215-cira-learn                            |           | 309       |
| 050615-climate-change-read-release           |           | 236       |
| 061915-heavy-vehicle-learn                   |           | 148       |
| 063015-local-foods-learn-more                |           | 146       |
| 050615-climate-change-access-training        |           | 119       |

| Top 10 Widgets for July 2015   | by pageviews | July 2015 |
|--|--------------|-----------|
| Protect Your Family. Look for the Logo.   US EPA                                   |              | 84,702    |
| Widget   Watersense   US EPA   |              | 82,734    |
| UV Index Widget  |              | 25,033    |
| Environmental Tip of the Day   US EPA  |              | 22,603    |
| ECHO Quick Search Widget   Enforcement & Compliance History Online (ECHO)   US EPA |              | 17,386    |
| Widget   Burn Wise   US EPA  |              | 16,360    |
| Find Your Watershed Widget   US EPA  |              | 15,807    |
| Find Your Watershed  |              | 13,692    |
| EF UV Index Widget   US EPA  |              | 12,499    |
| WYCD EPA   |              | 11,605    |

| Top 10 Press Releases and Speeches for July 2015   | by pageviews | July 2015 |
|--|--------------|-----------|
| 07/02/2015: EPA Finalizes Rule to Reduce Climate-Damaging HFCs   |              | 3,979     |
| 05/27/2015: Clean Water Rule Protects Streams and Wetlands Critical to Public Health, Communities, and Economy   |              | 2,741     |
| 06/22/2015: EPA Report: For the US, Global Action Now Saves Lives and Avoids Significant Climate Change Damages  |              | 2,477     |
| 07/20/2015: EPA Releases Updated Environmental and Public Health Indicators in Online Database   |              | 1,089     |
| 06/04/2015: EPA Releases Draft Assessment on the Potential Impacts to Drinking Water Resources from Hydraulic Fracturing Activities  |              | 974       |
| 06/19/2015: EPA, DOT Propose Greenhouse Gas and Fuel Efficiency Standards for Heavy-Duty Trucks  |              | 951       |
| 06/30/2015: Obama Administration Assists Communities in Building Local Food Systems to Foster Economic Growth/Investment Helps Improve Public Health and the Environment                                 |              | 750       |
| 07/13/2015: EPA Honors Winners of the 20th Annual Presidential Green Chemistry Challenge Awards/Innovative technologies tackle climate change, water, and chemical pollution                             |              | 741       |
| 07/01/2015: EPA Proposes to Cancel Some Uses of an Insecticide Commonly Used for Residential, Industrial and Commercial Purposes/The agency found unacceptable risks to human health and the environment |              | 716       |
| 07/01/2015: EPA to approve California's newest list of impaired waterways  |              | 703       |