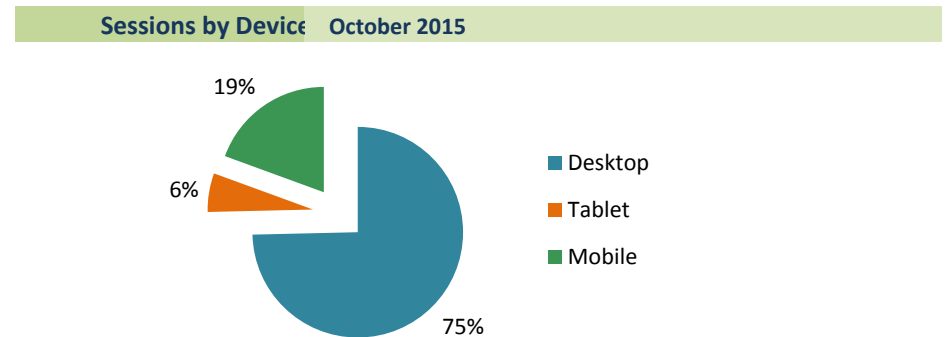




Agency Web Traffic: Content Consumption Report

All Traffic	October 2015	change from prior month
Sessions	7,268,193	-691,704 ▼ -8.7%
Unique Users	4,975,438	-594,100 ▼ -10.7%
Pageviews	22,754,143	92,919 ▲ 0.4%
Unique Pageviews	15,717,161	-425,967 ▼ -2.6%
Downloads	1,186,336	-297,554 ▼ -20.1%
Unique Downloads	626,806	-118,427 ▼ -15.9%

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



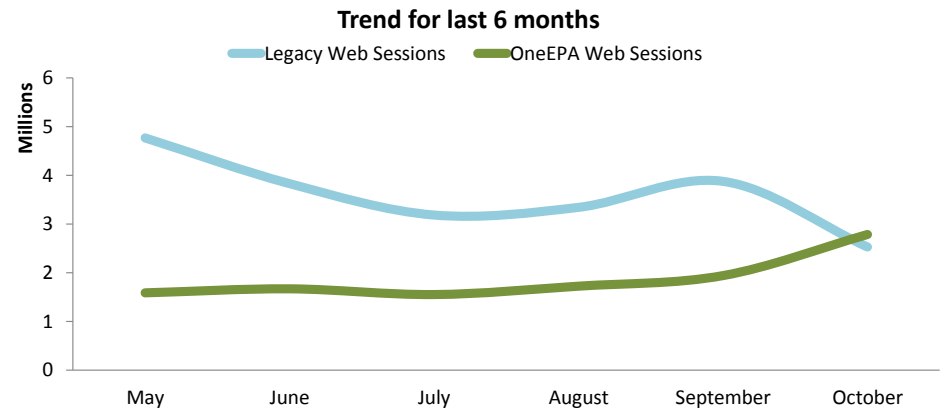
Traffic Segments	Sessions	change from prior month	Pageviews	change from prior month	Downloads	change from prior month
Return Sessions	2,886,915	-79,907 ▼ -2.7%	11,466,384	721,118 ▲ 6.7%	748,769	-136,231 ▼ -15.4%
Desktop	5,423,356	-232,811 ▼ -4.1%	19,046,840	807,124 ▲ 4.4%	1,096,223	-195,377 ▼ -15.1%
Tablet	431,732	-87,934 ▼ -16.9%	1,049,228	-149,147 ▼ -12.4%	30,222	-33,896 ▼ -52.9%
Mobile	1,411,677	-378,249 ▼ -21.1%	2,658,075	-565,058 ▼ -17.5%	59,891	-68,281 ▼ -53.3%
Universities & Colleges	495,005	40,058 ▲ 8.8%	1,583,896	231,099 ▲ 17.1%	74,660	-6,946 ▼ -8.5%
EPA Employees	156,342	-5,670 ▼ -3.5%	916,047	47,809 ▲ 5.5%	62,936	-2,814 ▼ -4.3%

OneEPA Web vs. Legacy Web

OneEPAWeb www2.epa.gov	October 2015	change from prior month
Sessions	2,784,846	844,293 ▲ 43.5%
Pageviews	7,435,195	2,836,525 ▲ 61.7%
Legacy Web www3.epa.gov	October 2015	change from prior month
Sessions	2,528,344	-1,347,837 ▼ -34.8%
Pageviews	5,490,875	3,544,687 ▲ 182.1%

Legacy Web www3.epa.gov does not include any subdomains (e.g. water.epa.gov)

Other special content	October 2015	change from prior month
Home Page Views	378,861	1,394 ▲ 0.4%
Home Page Banner Clicks	12,081	-3,873 ▼ -24.3%
Press Release Pageviews	116,023	-65,824 ▼ -36.2%
Widget Pageviews	554,916	175,101 ▲ 46.1%



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for October 2015	by pageviews	October 2015
Search results Search US EPA		742,986
NSCEP Environmental Publications - Document Display pg		726,159
US Environmental Protection Agency		378,861
Page Not Found US EPA		296,847
US Environmental Protection Agency US EPA		224,217
AirNow - Boise, ID Air Quality		165,183
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and Keep Them Out US EPA		148,703
ENERGY STAR The Simple Choice for Energy Efficiency		145,729
Special Offers and Rebates from ENERGY STAR Partners EPA ENERGY STAR		126,803
Learn about Waste Learn the Issues US EPA		124,810
AirNow		109,284
Superfund Site Progress Profile Superfund Site Information US EPA		101,874
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		95,713
Superfund US EPA		95,528
Main Map Recycle City U.S. EPA		94,470
Radon US EPA		89,415
Pesticides US EPA		87,713
Bed Bugs: Get Them Out and Keep Them Out US EPA		87,594
Laws & Regulations US EPA		80,570
Federal Tax Credits for Consumer Energy Efficiency About ENERGY STAR		74,479

Top 10 Home Page Banner Clicks for October 2015	by clicks	October 2015
092215-read-release-vw		2,122
092815-update-vw		2,069
100115-read-release-ozone		1,558
081215-king-gold-read-more		1,367
100115-learn-more-ozone		892
092215-learn-more-vw		843
100615-stam-read-release		611
092815-read-release-wps		497
102015-learn-more-ej		349
080315-cpp-read-release		339

Top 10 Widgets for October 2015	by pageviews	October 2015
Protect Your Family. Look for the Logo. US EPA		90,178
Widget Watersense US EPA		78,229
Greenhouse Gas Equivalencies Calculator US EPA		29,952
Find Your Watershed Widget US EPA		28,257
WYCD EPA		26,975
Environmental Tip of the Day US EPA		26,292
EF UV Index Widget US EPA		24,511
ECHO Quick Search Widget Enforcement & Compliance History Online (ECHO) US EPA		24,318
Page Not Found US EPA		21,336
EF Cleanups Widget US EPA		10,735

Top 10 Press Releases and Speeches for October 2015	by pageviews	October 2015
09/18/2015: EPA, California Notify Volkswagen of Clean Air Act Violations / Carmaker allegedly used software that circumvents emissions testing for certain air pollutants		10,032
09/25/2015: EPA Update on Recent Volkswagen Announcement		7,207
10/1/2015: EPA Strengthens Ozone Standards to Protect Public Health/Science-based standards to reduce sick days, asthma attacks, emergency room visits, greatly outpace previous standards		4,204
09/28/2015: EPA Updates Standards to Increase Safety and Protect the Health of America's Farmworkers/Revised standards give farmworkers health protections under new rule		1,744
10/27/2015: EPA Settlements Help Protect Public Against Health Hazards from Lead Exposure		1,284
10/01/2015: Major Fertilizer Producer Mosaic Fertilizer, LLC to Ensure Proper Handling, Storage and Disposal of 60 Billion Pounds of Hazardous Waste / Manufacturer committed to ensuring proper handling, storage and disposal of hazardous waste		1,242
05/27/2015: Clean Water Rule Protects Streams and Wetlands Critical to Public Health, Communities, and Economy		1,191
10/15/2015: EPA Proposes New Rules to Reduce Potent Greenhouse Gas Emissions/The agency also recognizes 12 supermarkets for using more climate friendly refrigerants		1,126
10/07/2015: EPA Employee Selected as Winner of 2015 Service to America Medal/Cookstoves initiative improving lives of millions by reducing indoor smoke exposure		1,109
09/30/2015: EPA Announces National Limits to Reduce Toxic Pollutants Discharged into Waterways by Steam Electric Power Plants		1,018