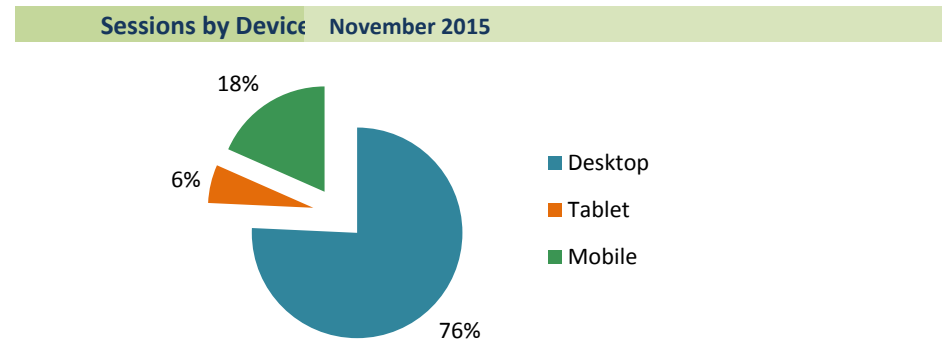




Agency Web Traffic: Content Consumption Report

All Traffic	November 2015	change from prior month
Sessions	6,355,310	-912,883 ▼ -12.6%
Unique Users	4,388,400	-587,038 ▼ -11.8%
Pageviews	19,935,690	-2,818,453 ▼ -12.4%
Unique Pageviews	13,797,722	-1,919,439 ▼ -12.2%
Downloads	1,015,849	-170,487 ▼ -14.4%
Unique Downloads	545,504	-81,302 ▼ -13.0%

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



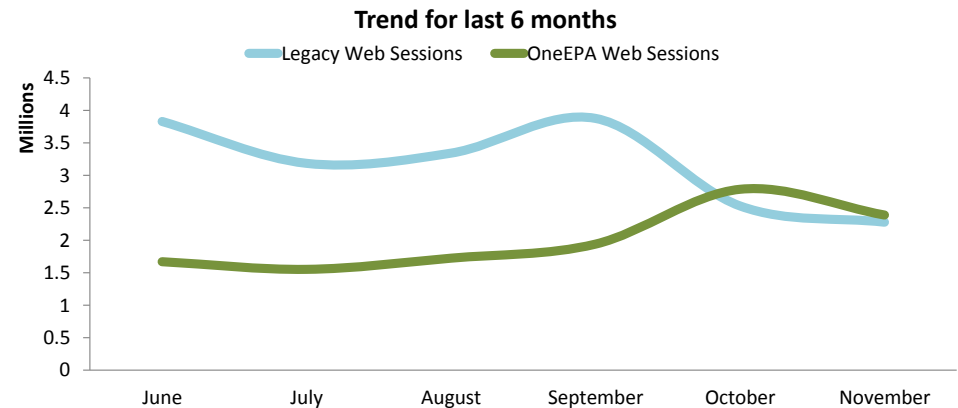
Traffic Segments	Sessions	change from prior month	Pageviews	change from prior month	Downloads	change from prior month
Return Sessions	2,517,118	-369,797 ▼ -12.8%	9,764,029	-1,702,355 ▼ -14.8%	638,128	-110,641 ▼ -14.8%
Desktop	4,813,904	-609,452 ▼ -11.2%	16,753,125	-2,293,715 ▼ -12.0%	938,643	-157,580 ▼ -14.4%
Tablet	373,921	-57,811 ▼ -13.4%	952,927	-96,301 ▼ -9.2%	24,672	-5,550 ▼ -18.4%
Mobile	1,168,686	-242,991 ▼ -17.2%	2,229,638	-428,437 ▼ -16.1%	52,534	-7,357 ▼ -12.3%
Universities & Colleges	485,481	-9,524 ▼ -1.9%	1,523,581	-60,315 ▼ -3.8%	74,072	-588 ▼ -0.8%
EPA Employees	114,004	-42,338 ▼ -27.1%	625,958	-290,089 ▼ -31.7%	42,365	-20,571 ▼ -32.7%

OneEPA Web vs. Legacy Web

OneEPAWeb www2.epa.gov	November 2015	change from prior month
Sessions	2,388,402	-396,444 ▼ -14.2%
Pageviews	6,329,574	-1,105,621 ▼ -14.9%
Legacy Web www3.epa.gov	November 2015	change from prior month
Sessions	2,278,002	-250,342 ▼ -9.9%
Pageviews	5,543,077	52,202 ▲ 1.0%

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

Other special content	November 2015	change from prior month
Home Page Views	340,182	-38,679 ▼ -10.2%
Home Page Banner Clicks	13,153	1,072 ▲ 8.9%
Press Release Pageviews	114,948	-1,075 ▼ -0.9%
Widget Pageviews	518,865	-36,051 ▼ -6.5%



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for November 2015	by pageviews	November 2015
NSCEP Environmental Publications - Document Display pg		758,321
Search results Search US EPA		600,184
US Environmental Protection Agency		340,182
US Environmental Protection Agency US EPA		199,058
Page Not Found US EPA		160,524
ENERGY STAR The Simple Choice for Energy Efficiency		135,077
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and Keep Them Out US EPA		124,484
Main Map Recycle City U.S. EPA		111,593
Special Offers and Rebates from ENERGY STAR Partners EPA ENERGY STAR		110,652
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		89,704
Superfund Site Progress Profile Superfund Site Information US EPA		80,506
AirNow		78,550
Superfund Site Profile Superfund Site Information US EPA		72,414
Radon US EPA		72,200
Learn the Basics A Student's Guide to Global Climate Change US EPA		71,660
The Greenhouse Effect A Student's Guide to Global Climate Change US EPA		70,954
Laws & Regulations US EPA		69,813
Bed Bugs: Get Them Out and Keep Them Out US EPA		69,421
Carbon Dioxide Emissions Climate Change US EPA		67,915
A Student's Guide to Global Climate Change US EPA		66,827

Top 10 Home Page Banner Clicks for November 2015	by clicks	November 2015
110215-latest-update-vw		4,993
111315-latest-update-vw		2,896
081215-king-gold-read-more		1,509
110615-montreal.jpg-read-pr		1,061
110215-info-consumers-vw		1,052
092815-read-release-wps		349
112415-cop21-read-climate-action-plan		171
102015-learn-more-ej		169
092815-update-vw		138
092215-read-release-vw		133

Top 10 Widgets for November 2015	by pageviews	November 2015
Protect Your Family. Look for the Logo. US EPA		87,042
Widget Watersense US EPA		67,889
WYCD EPA		36,743
EF UV Index Widget US EPA		35,743
Greenhouse Gas Equivalencies Calculator US EPA		28,615
Find Your Watershed Widget US EPA		25,568
ECHO Quick Search Widget Enforcement & Compliance History Online (ECHO) US EPA		21,903
Environmental Tip of the Day US EPA		20,153
Page Not Found US EPA		18,975
EF Cleanups Widget US EPA		12,097

Top 10 Press Releases and Speeches for November 2015	by pageviews	November 2015
11/02/2015: EPA, California Notify Volkswagen of Additional Clean Air Act Violations		27,398
09/18/2015: EPA, California Notify Volkswagen of Clean Air Act Violations / Carmaker allegedly used software that circumvents emissions testing for certain air pollutants		5,336
11/05/2015: Statement from EPA Administrator Gina McCarthy on Decision Reached at the 27th Meeting of the Parties to the Montreal Protocol / Decision Puts World on Track to Meet Paris Climate Agreement		1,986
10/27/2015: EPA Settlements Help Protect Public Against Health Hazards from Lead Exposure		1,515
09/25/2015: EPA Update on Recent Volkswagen Announcement		1,438
05/27/2015: Clean Water Rule Protects Streams and Wetlands Critical to Public Health, Communities, and Economy		907
11/30/2015: EPA Finalizes Increases in Renewable Fuel Levels		786
11/17/2015: EPA Proposes to Reduce Smog-Forming Pollution Transported Across State Lines		773
11/03/2015: U.S. EPA Requires ASARCO to Cut Toxic Emissions at 103-Year-Old Arizona Copper Smelter		706
11/10/2015: EPA and Partners Announce National Plan to Prevent Lung Cancer Deaths Due to Radon Exposure		693