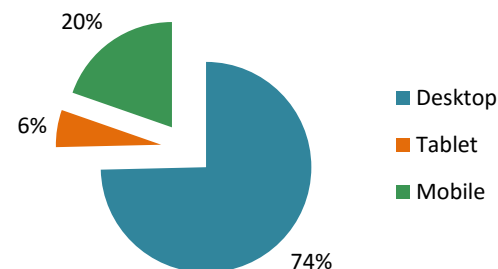


Agency Web Traffic: Content Consumption Report

All Traffic	December 2015	change from prior month
Sessions	5,338,658	-1,016,652 ▼ -16.0%
Unique Users	3,701,483	-686,917 ▼ -15.7%
Pageviews	16,702,147	-3,233,543 ▼ -16.2%
Unique Pageviews	11,726,861	-2,070,861 ▼ -15.0%
Downloads	888,799	-127,050 ▼ -12.5%
Unique Downloads	471,961	-73,543 ▼ -13.5%

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

Sessions by Device December 2015



Traffic Segments	Sessions	change from prior month	Pageviews	change from prior month	Downloads	change from prior month
Return Sessions	2,138,003	-379,115 ▼ -15.1%	8,344,637	-1,419,392 ▼ -14.5%	570,827	-67,301 ▼ -10.5%
Desktop	3,987,038	-826,866 ▼ -17.2%	13,915,932	-2,837,193 ▼ -16.9%	818,541	-120,102 ▼ -12.8%
Tablet	305,005	-68,916 ▼ -18.4%	787,246	-165,681 ▼ -17.4%	20,688	-3,984 ▼ -16.1%
Mobile	1,050,312	-118,374 ▼ -10.1%	1,998,969	-230,669 ▼ -10.3%	49,570	-2,964 ▼ -5.6%
Universities & Colleges	327,241	-158,240 ▼ -32.6%	975,395	-548,186 ▼ -36.0%	50,472	-23,600 ▼ -31.9%
EPA Employees	116,111	2,107 ▲ 1.8%	635,345	9,387 ▲ 1.5%	47,675	5,310 ▲ 12.5%

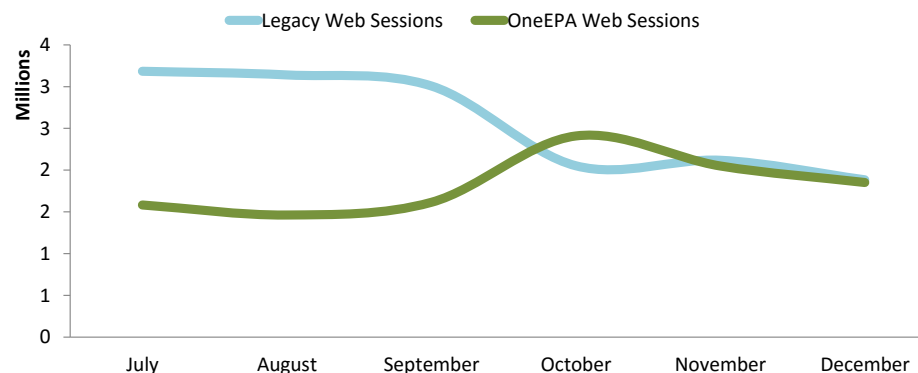
OneEPA Web vs. Legacy Web

OneEPAWeb epa.gov	December 2015	change from prior month
Sessions	1,852,029	-536,373 ▼ -22.5%
Pageviews	4,897,771	-1,431,803 ▼ -22.6%
Legacy Web www3.epa.gov	December 2015	change from prior month
Sessions	1,884,629	-393,373 ▼ -17.3%
Pageviews	4,466,431	-1,076,646 ▼ -19.4%

OneEPAWeb epa.gov does not include any subdomains (e.g. water.epa.gov)

Other special content	December 2015	change from prior month
Home Page Views	272,455	-67,727 ▼ -19.9%
Home Page Banner Clicks	4,776	-8,377 ▼ -63.7%
Press Release Pageviews	74,614	-40,334 ▼ -35.1%
Widget Pageviews	415,955	-102,910 ▼ -19.8%

Trend for last 6 months



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for December 2015	by pageviews	December 2015
NSCEP Environmental Publications - Document Display pg		817,250
Search results Search US EPA		508,180
US Environmental Protection Agency		272,455
US Environmental Protection Agency US EPA		162,034
ENERGY STAR The Simple Choice for Energy Efficiency		125,885
Water Resources Learn the Issues US EPA		119,095
Page Not Found US EPA		118,614
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and Ki		104,688
AirNow		93,759
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		86,722
Main Map Recycle City U.S. EPA		80,681
Drinking Water Contaminants – Standards and Regulations US		78,781
Special Offers and Rebates from ENERGY STAR Partners EPA EI		72,912
National Pollutant Discharge Elimination System (NPDES) US E		69,183
Radon US EPA		65,395
Learn about Water Learn the Issues US EPA		63,998
Federal Tax Credits for Consumer Energy Efficiency About ENEI		61,631
Energy Efficient Products		61,495
Superfund Site Progress Profile Superfund Site Information L		61,057
Bed Bugs: Get Them Out and Keep Them Out US EPA		60,953

Top 10 Home Page Banner Clicks for December 2015	by clicks	December 2015
111315-latest-update-vw		1,988
081215-king-gold-read-more		1,039
110615-montreal.jpg-read-pr		552
120115-follow-along		280
120215-read-40th		257
112415-cop21-read-climate-action-plan		251
120315-read-release		236
120215-more-40th		148
112415-watch-mccarthys-interview-with scishow		18
092815-read-release-wps		4

Top 10 Widgets for December 2015	by pageviews	December 2015
Protect Your Family. Look for the Logo. US EPA		70,404
Widget Watersense US EPA		46,713
EF UV Index Widget US EPA		31,909
Greenhouse Gas Equivalencies Calculator US EPA		29,083
WYCD EPA		25,834
ECHO Quick Search Widget Enforcement & Compliance History Online (E		19,705
Page Not Found US EPA		18,998
Environmental Tip of the Day US EPA		16,833
EF Cleanups Widget US EPA		8,027
Burn Wise Widget Orange Small US EPA		8,005

Top 10 Press Releases and Speeches for December 2015	by pageviews	December 2015
09/18/2015: EPA, California Notify Volkswagen of Clean Air Act Violations / Carmaker allegedly used software that circumvents emissions testing for certain air pollutant		3,086
10/27/2015: EPA Settlements Help Protect Public Against Health Hazards from Lead Exposure		2,463
11/02/2015: EPA, California Notify Volkswagen of Additional Clean Air Act Violations		1,599
12/12/2015: Statement from EPA Administrator Gina McCarthy on Historic Paris Agreement to Combat Climate Change		1,100
11/30/2015: EPA Finalizes Increases in Renewable Fuel Levels		1,081
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 c		818
12/16/2015: EPA Announces 2015 Annual Environmental Enforcement Results		761
12/03/2015: EPA Administrator Events at COP21 in Paris		689
12/16/2015: EPA Reports: Automakers Beat Greenhouse Gas Emissions Standards for Third Straight Year - Fuel economy steady at highest level ever recorded		681
05/27/2015: Clean Water Rule Protects Streams and Wetlands Critical to Public Health, Communities, and Economy		532