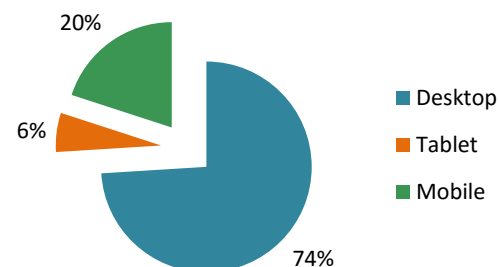


Agency Web Traffic: Content Consumption Report

All Traffic	January 2016	change from prior month
Sessions	4,883,153	-455,505 ▼ -8.5%
Unique Users	3,381,814	-319,669 ▼ -8.6%
Pageviews	15,923,621	-778,526 ▼ -4.7%
Unique Pageviews	10,941,640	-785,221 ▼ -6.7%
Downloads	909,522	20,723 ▲ 2.3%
Unique Downloads	493,827	21,866 ▲ 4.6%

All Traffic includes epa.gov and sites like energystar.gov and airnow.gov thru Dec 2015, but starting in Jan 2016, All Traffic includes only epa.gov (domains and subdomains).

Sessions by Device January 2016



Traffic Segments	Sessions	change from prior month	Pageviews	change from prior month	Downloads	change from prior month
Return Sessions	1,897,120	-240,883 ▼ -11.3%	7,880,146	-464,491 ▼ -5.6%	578,181	7,354 ▲ 1.3%
Desktop	3,615,479	-365,040 ▼ -9.2%	13,234,977	-680,955 ▼ -4.9%	837,123	18,582 ▲ 2.3%
Tablet	292,867	-12,138 ▼ -4.0%	786,982	-264 ▼ 0.0%	22,443	1,755 ▲ 8.5%
Mobile	976,618	-73,694 ▼ -7.0%	1,901,662	-97,307 ▼ -4.9%	49,956	386 ▲ 0.8%
Universities & Colleges	230,735	-96,506 ▼ -29.5%	777,661	-197,734 ▼ -20.3%	42,235	-8,237 ▼ -16.3%
EPA Employees	115,162	-949 ▼ -0.8%	650,771	15,426 ▲ 2.4%	49,155	1,480 ▲ 3.1%

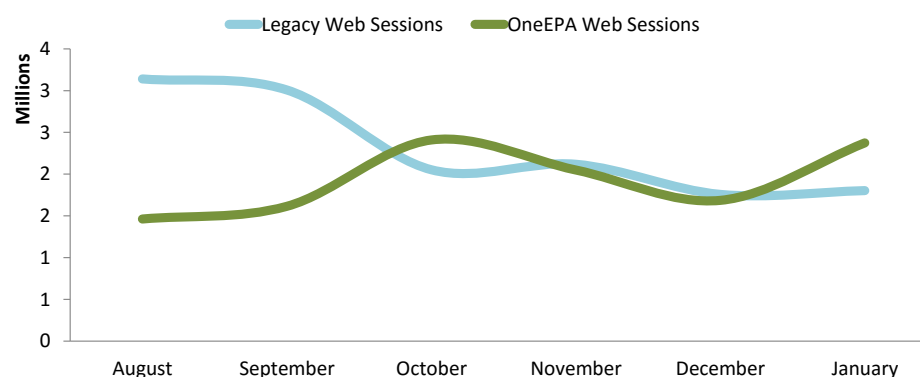
OneEPA Web vs. Legacy Web

OneEPAWeb epa.gov	January 2016	change from prior month
Sessions	2,374,083	700,868 ▲ 126.8%
Pageviews	7,002,976	2,108,069 ▲ 141.3%
Legacy Web www3.epa.gov	January 2016	change from prior month
Sessions	1,802,696	45,290 ▲ 2.4%
Pageviews	4,725,576	268,868 ▲ 6.0%

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

Other special content	January 2016	change from prior month
Home Page Views	324,970	52,515 ▲ 19.3%
Home Page Banner Clicks	5,904	1,128 ▲ 23.6%
Press Release Pageviews	89,987	15,373 ▲ 20.6%
Widget Pageviews	481,208	65,253 ▲ 15.7%

Trend for last 6 months



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for January 2016	by pageviews	January 2016
NSCEP Environmental Publications - Document Display pg		934,338
Search results Search US EPA		584,565
US Environmental Protection Agency		324,970
Page Not Found US EPA		249,260
Superfund Site Profile Superfund Site Information US EPA		127,771
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and Keep Them Out US EPA		99,150
Main Map Recycle City U.S. EPA		89,387
Radon US EPA		74,971
Staff Directory About EPA US EPA		72,038
Bed Bugs: Get Them Out and Keep Them Out US EPA		71,945
Laws & Regulations US EPA		65,115
A Student's Guide to Global Climate Change US EPA		64,520
Learn the Basics A Student's Guide to Global Climate Change US EPA		63,182
US Environmental Protection Agency US EPA		62,431
Drinking Water Contaminants – Standards and Regulations US EPA		62,133
The Greenhouse Effect A Student's Guide to Global Climate Change US EPA		57,569
U.S. EPA Newsroom - News Releases		56,995
FRS Facility Detail Report Envirofacts US EPA		55,390
How to Find Bed Bugs Bed Bugs: Get Them Out and Keep Them Out US EPA		52,461
Carbon Dioxide Emissions Climate Change US EPA		51,388

Top 10 Home Page Banner Clicks for January 2016	by clicks	January 2016
111315-latest-update-vw		1,975
010416-read-release-vw		1,661
081215-king-gold-read-more		554
011916-read-release-radon-month		403
110615-montreal.jpg-read-pr		319
011916-winter-tips		310
112415-read-cop21-announcement		119
011916-generator-safety		105
012516-local-foods-read-release		103
011916-burn-wise		102

Top 10 Widgets for January 2016	by pageviews	January 2016
Protect Your Family. Look for the Logo. US EPA		88,755
Widget Watersense US EPA		56,619
EF UV Index Widget US EPA		43,842
Greenhouse Gas Equivalencies Calculator US EPA		30,610
WYCD EPA		27,058
ECHO Quick Search Widget Enforcement & Compliance History Online (ECHO) US EPA		20,947
Environmental Tip of the Day US EPA		20,112
Page Not Found US EPA		13,411
EF Cleanups Widget US EPA		8,981
Burn Wise Widget Orange Small US EPA		8,810

Top 10 Press Releases and Speeches for January 2016	by pageviews	January 2016
01/06/2016: EPA Releases the First of Four Preliminary Risk Assessments for Insecticides Potentially Harmful to Bees		7,378
01/04/2016: United States Files Complaint Against Volkswagen, Audi and Porsche for Alleged Clean Air Act Violations		5,241
09/18/2015: EPA, California Notify Volkswagen of Clean Air Act Violations / Carmaker allegedly used software that circumvents emissions testing for certain air pollutants		2,487
01/13/2016: EPA Survey Shows \$271 Billion Needed for Nation's Wastewater Infrastructure		1,778
01/08/2016: Federal Agencies Partner to Launch the Transform Tox Testing Challenge to Improve Chemical Screening		1,483
10/27/2015: EPA Settlements Help Protect Public Against Health Hazards from Lead Exposure		1,256
01/21/2016: EPA Announces 2014 Toxics Release Inventory Report		1,169
11/02/2015: EPA, California Notify Volkswagen of Additional Clean Air Act Violations		1,051
01/15/2016: Test Your Home for Radon, You May Prevent Lung Cancer		949
01/25/2016: Obama Administration to Partner with 27 Communities to Boost Neighborhood Revitalization through Local Food Enterprises - Local Foods, Local Places Emphasized		834