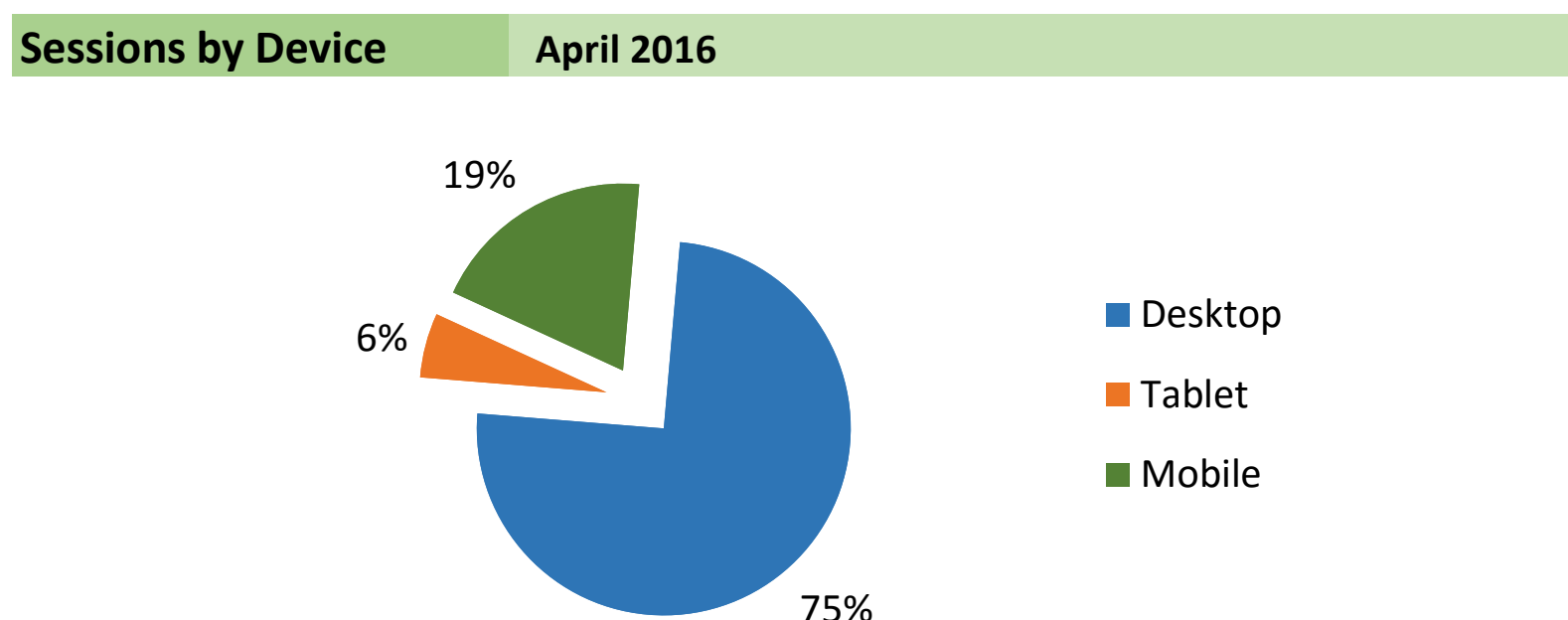


Agency Web Traffic: Content Consumption Report

All Traffic	April 2016	change from prior month		
Sessions	7,903,325	55,733	▲	0.7%
Unique Users	4,799,457	168,731	▲	3.6%
Pageviews	22,577,816	152,349	▲	0.7%
Unique Pageviews	16,109,388	-40,284	▼	-0.2%
Downloads	1,023,597	-93,556	▼	-8.4%
Unique Downloads	579,598	-53,696	▼	-8.5%

All Traffic includes epa.gov and subdomains like nepis.epa.gov, plus other EPA-related sites like energystar.gov and airnow.gov.



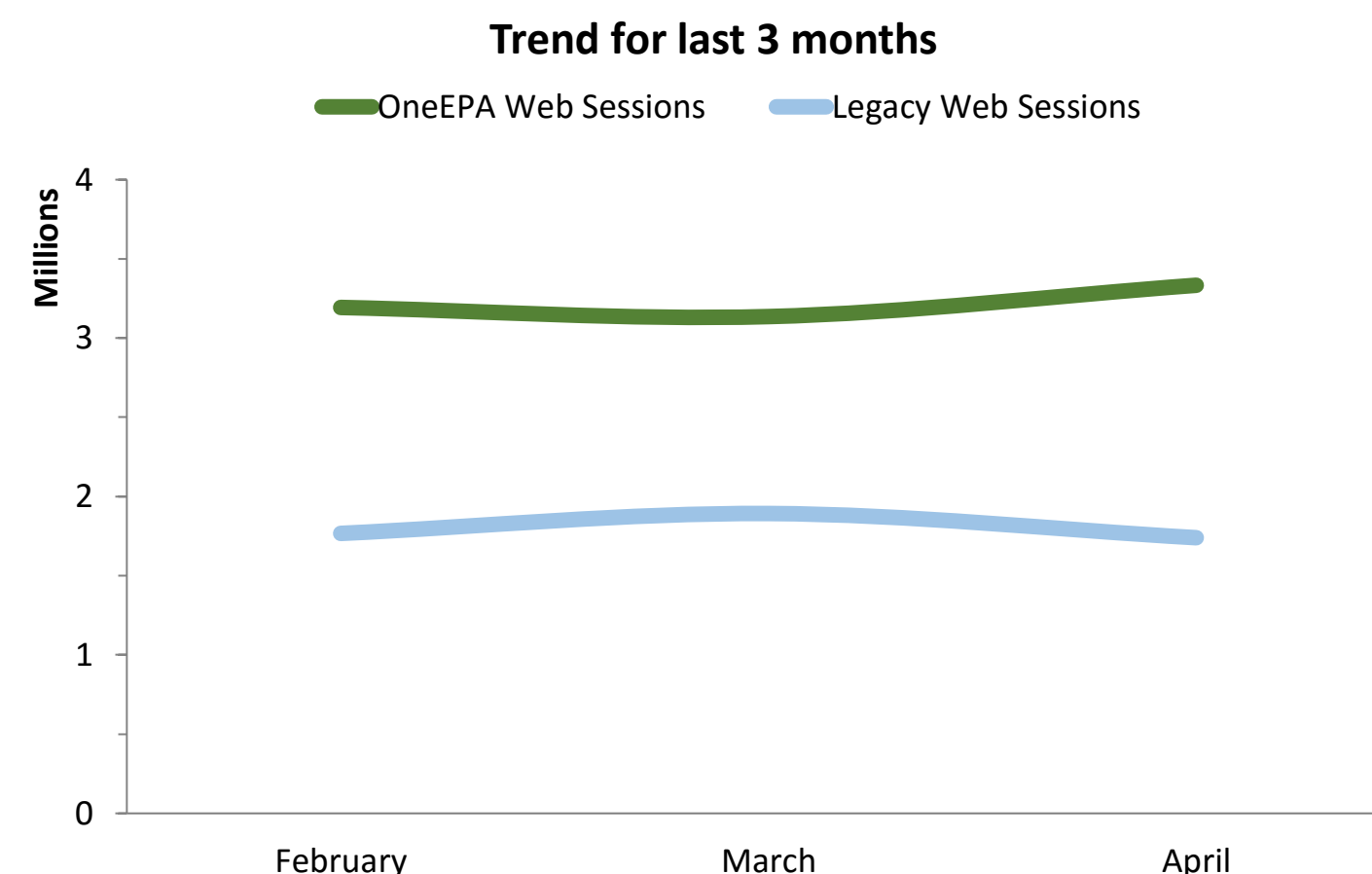
Traffic Segments	Sessions	change from prior month			Pageviews	change from prior month			Downloads	change from prior month		
Return Sessions	3,643,738	-83,975	▼	-2.3%	11,779,110	-251,718	▼	-2.1%	663,461	-57,908	▼	-8.0%
Desktop	5,918,648	-37,932	▼	-0.6%	18,575,291	8,664	▲	0.0%	937,821	-87,828	▼	-8.6%
Tablet	440,955	4,477	▲	1.0%	1,064,083	-33,141	▼	-3.0%	22,335	-1,765	▼	-7.3%
Mobile	1,543,722	89,188	▲	6.1%	2,938,442	176,826	▲	6.4%	63,441	-3,963	▼	-5.9%
Universities & Colleges	516,869	71,056	▲	15.9%	1,546,327	193,418	▲	14.3%	70,024	4,535	▲	6.9%
EPA Employees	120,352	-637	▼	-0.5%	618,555	1,026	▲	0.2%	47,966	2,112	▲	4.6%

OneEPA Web vs. Legacy Web

OneEPAWeb epa.gov	April 2016	change from prior month		
Sessions	3,333,368	197,605	▲	6.3%
Pageviews	9,417,644	467,423	▲	5.2%
Legacy Web www3.epa.gov	April 2016	change from prior month		
Sessions	1,740,030	-152,681	▼	-8.1%
Pageviews	5,313,259	-187,163	▼	-3.4%

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

Other special content	April 2016	change from prior month		
Home Page Views	213,420	-407	▼	-0.2%
Home Page Banner Clicks	11,174	-2,199	▼	-16.4%
Press Release Pageviews	21,391	-19,767	▼	-48.0%
Widget Pageviews	610,144	49,541	▲	8.8%



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for April 2016	by pageviews	April 2016
NSCEP Environmental Publications - Document Display pg		1,102,722
Search results Search US EPA		799,841
US Environmental Protection Agency		385,345
Page Not Found US EPA		316,127
TRI-MEweb Workflow		284,405
Main Map Recycle City U.S. EPA		213,954
ENERGY STAR The Simple Choice for Energy Efficiency		143,371
Bed Bugs: Get Them Out and Keep Them Out US EPA		130,476
AirNow		128,819
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and K		119,415
North-West Recycle City U.S. EPA		102,248
Northeast Recycle City U.S. EPA		101,715
Superfund Site Profile Superfund Site Information US EPA		96,355
Southeast Recycle City U.S. EPA		92,172
Learn the Basics A Student's Guide to Global Climate Change		90,805
Federal Income Tax Credits for Energy Efficiency About ENERG		89,464
A Student's Guide to Global Climate Change US EPA		86,479
ENERGY STAR Certified Light Bulbs EPA ENERGY STAR		86,403
Southwest Recycle City U.S. EPA		83,637
Laws & Regulations US EPA		79,439

Top 10 Home Page Banner Clicks for April 2016	by clicks	April 2016
031416-watch-eagle-cam		3,370
030216-climate-change-learn-more		2,689
020116-flint-learn-more		923
041816-earth-day-learn-more		884
030216-repellent-products		778
032916-safer-choice-learn-more		693
021816-flint-basic-info-about-lead		530
030216-mosquito-control		350
031416-history-of-ddt-ban		335
020116-flint-advice		273

Top 10 Widgets for April 2016	by pageviews	April 2016
Protect Your Family. Look for the Logo. US EPA		99,017
EF UV Index Widget US EPA		92,949
Widget Watersense US EPA		61,303
WYCD EPA		45,653
Find Your Watershed Widget US EPA		33,325
Greenhouse Gas Equivalencies Calculator US EPA		23,524
ECHO Quick Search Widget Enforcement & Compliance H		21,190
Environmental Tip of the Day US EPA		19,496
EJScreen Widget US EPA		13,140
EF Cleanups Widget US EPA		10,060

Top 10 News Releases for April 2016	by pageviews	April 2016
EPA Administrator McCarthy Announces 2016 Safer Choice Partner of the Year Awards U.S. EPA News Releases US EPA		552
EPA Honors Winners of 2015 Campus RainWorks Challenge U.S. EPA News Releases US EPA		360
EPA files complaint against Tesoro refinery in Anacortes, Washington, alleging chemical accident prevention violations U.S. EPA News Releases US EPA		206
EPA Celebrates SmartWay Affiliates that Support Cleaner Freight U.S. EPA News Releases US EPA		167
EPA Seeking Public Input on Cleanup Plans for the Wyckoff-Eagle Harbor Superfund Site on Bainbridge Island, Wash. U.S. EPA News Releases US EPA		164
Department Of Justice and EPA Announce \$78 Million Superfund Settlement to Clean Up Groundwater Contamination at Southern California Superfund Site U.S. EPA N		141
MEDIA ADVISORY: U.S. EPA Administrator to Spotlight Safer Choice Label with Green Cleaning Champions U.S. EPA News Releases US EPA		108
Philadelphia Prison System Receives Accolades from EPA U.S. EPA News Releases US EPA		103
Department of Justice and EPA Announce \$50 Million Settlement to Clean Up Contamination at Eastern Tennessee Superfund Site U.S. EPA News Releases US EPA		100
EPA Proposes to Designate a Dredged Material Disposal Site in Eastern Long Island Sound U.S. EPA News Releases US EPA		80