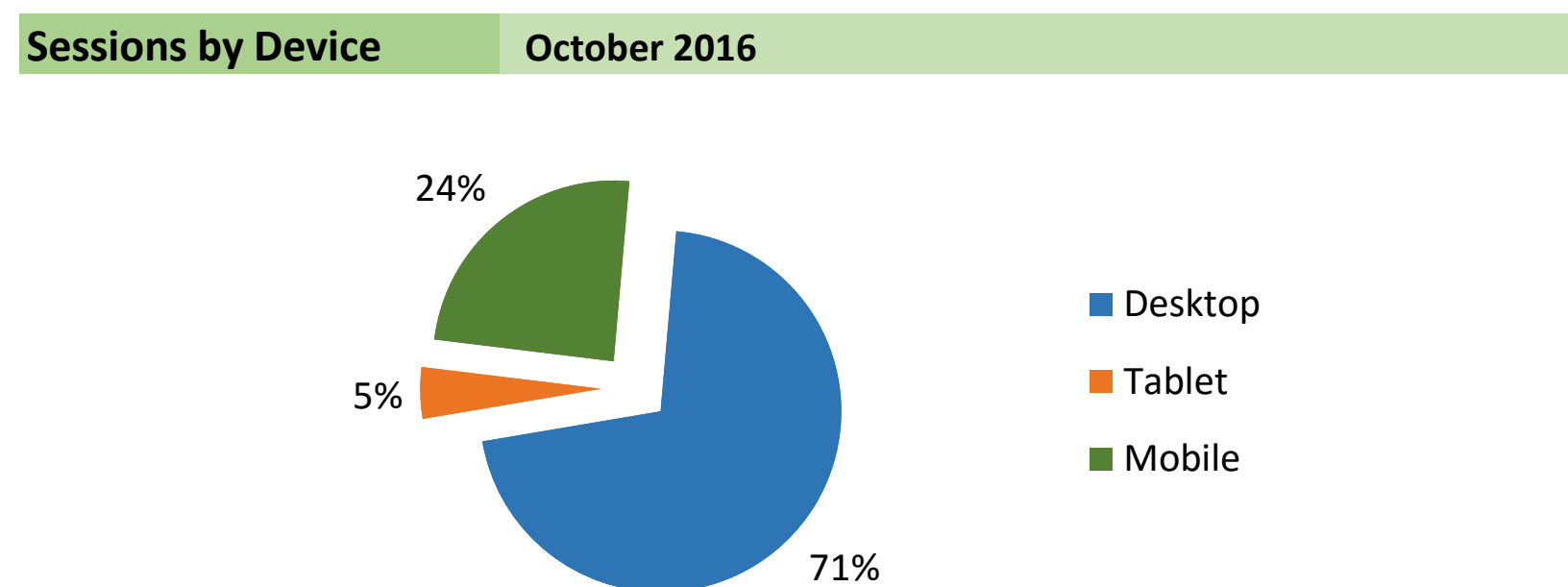


Agency Web Traffic: Content Consumption Report

All Traffic	October 2016	change from prior month		
Sessions	5,783,100	228,577	▲	4.1%
Unique Users	3,950,860	180,953	▲	4.8%
Pageviews	17,416,004	1,134,631	▲	7.0%
Unique Pageviews	12,265,489	702,822	▲	6.1%
Downloads	1,183,211	43,389	▲	3.8%
Unique Downloads	627,012	35,508	▲	6.0%

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



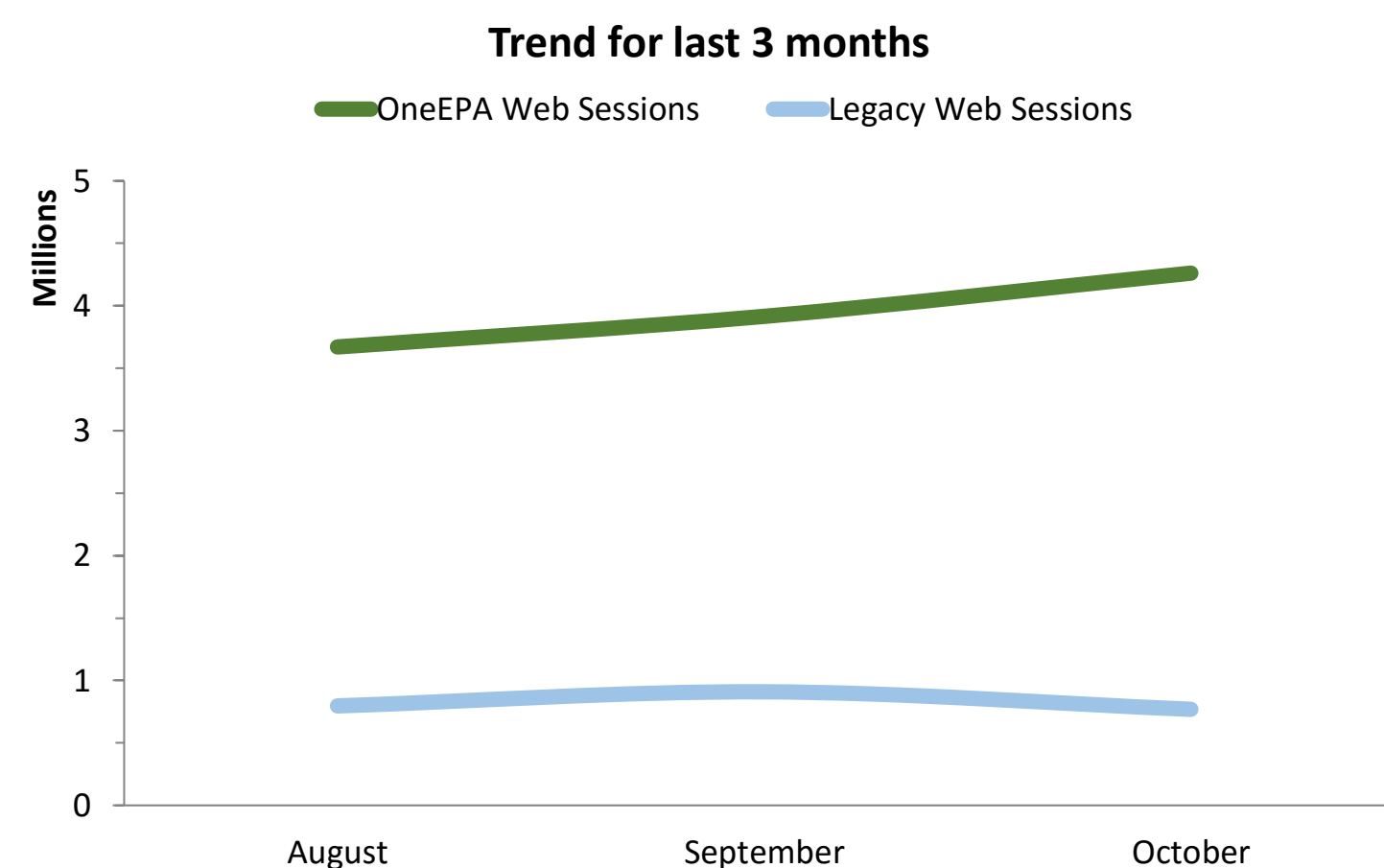
Traffic Segments	Sessions	change from prior month			Pageviews	change from prior month			Downloads	change from prior month		
Return Sessions	2,284,748	83,760	▲	3.8%	8,430,623	409,134	▲	5.1%	721,345	14,827	▲	2.1%
Desktop	4,102,870	287,571	▲	7.5%	14,212,345	1,180,059	▲	9.1%	1,081,464	42,153	▲	4.1%
Tablet	265,703	4,048	▲	1.5%	674,832	41,308	▲	6.5%	22,314	-710	▼	-3.1%
Mobile	1,414,527	-63,042	▼	-4.3%	2,528,827	-86,736	▼	-3.3%	79,433	1,946	▲	2.5%
Universities & Colleges	400,300	64,478	▲	19.2%	1,266,019	200,068	▲	18.8%	84,487	13,033	▲	18.2%
EPA Employees	60,310	-18,937	▼	-23.9%	286,458	131,108	▼	-31.4%	25,751	5,733	▼	-18.2%

OneEPA Web vs. Legacy Web

OneEPAWeb epa.gov	October 2016	change from prior month		
Sessions	4,261,280	345,748	▲	8.8%
Pageviews	10,453,229	961,461	▲	10.1%
Legacy Web www3.epa.gov	October 2016	change from prior month		
Sessions	769,108	-140,253	▼	-15.4%
Pageviews	2,549,721	76,930	▲	3.1%

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

Other special content	October 2016	change from prior month		
Home Page Views	185,443	2,428	▲	1.3%
Home Page Banner Clicks	4,807	-73	▼	-1.5%
Press Release Pageviews	76,061	4,263	▲	5.9%
Widget Pageviews	1,259,548	47,945	▲	4.0%



Agency Web Traffic: Content Consumption Report

Top 20 Page Titles for October 2016	by pageviews	October 2016
Document Display NEPIS US EPA		1,435,092
Search results Search US EPA		564,486
US Environmental Protection Agency		300,571
Page Not Found US EPA		235,872
Superfund Site Profile Superfund Site Information US EPA		110,256
Do-it-yourself Bed Bug Control Bed Bugs: Get Them Out and Keep Them Out US EPA		106,801
Main Map Recycle City U.S. EPA		95,145
Bed Bugs: Get Them Out and Keep Them Out US EPA		76,460
Laws & Regulations US EPA		73,234
10 consejos útiles para eliminar las chinches de cama EPA en español		72,633
A Student's Guide to Global Climate Change US EPA		72,001
How to Find Bed Bugs Bed Bugs: Get Them Out and Keep Them Out US EPA		71,153
Staff Directory About EPA US EPA		62,575
Learn the Basics A Student's Guide to Global Climate Change US EPA		60,030
Overview of Greenhouse Gases Greenhouse Gas (GHG) Emissions US EPA		59,900
The Greenhouse Effect A Student's Guide to Global Climate Change US EPA		59,683
Radon US EPA		55,806
Causes of Climate Change Climate Change Science US EPA		54,487
FRS Facility Detail Report Envirofacts US EPA		52,400
Sources of Greenhouse Gas Emissions Greenhouse Gas (GHG) Emissions US EPA		49,043

Top 10 Home Page Banner Clicks for October 2016	by clicks	October 2016
101716-cc-read-release		685
030216-repellent-products		499
101316-tri-where-you-live		497
100316-climate-adpatation-read-release		416
100616-hurricane-matthew		368
100316-climate-adpatation-learn-more		273
030216-mosquito-control		259
081916-natural-disasters		218
101316-tri-read-blog		170
101716-cc-read-blog		148

Top 10 Widgets for October 2016	by pageviews	October 2016
EF UV Index Widget US EPA		767,329
Protect Your Family. Look for the Logo. US EPA		127,250
Greenhouse Gas Equivalencies Calculator US EPA		48,746
Widget Watersense US EPA		48,647
Find Your Watershed Widget US EPA		34,849
WYCD EPA		26,661
ECHO Quick Search Widget Enforcement & Compliance US EPA		18,728
Environmental Tip of the Day US EPA		14,108
CERCLIS Widget US EPA		9,525
RCRAInfo Widget US EPA		9,519

Top 10 News Releases for October 2016	by pageviews	October 2016
EPA Releases Greenhouse Gas Emissions Data from Large Facilities U.S. EPA News Releases US EPA		2,843
Statement, Blog, from EPA Administrator Gina McCarthy on Historic Kigali Agreement U.S. EPA News Releases US EPA		1,567
EPA Finalizes Two Rules to Reduce Use and Emissions of Potent Greenhouse Gases U.S. EPA News Releases US EPA		1,393
EPA Acts on New Chemical Law to Fast-Track Five Chemicals U.S. EPA News Releases US EPA		1,381
Volkswagen to Spend Up to \$14.7 Billion to Settle Allegations of Cheating Emissions Tests and Deceiving Customers on 2.0 Liter Diesel Vehicles U.S. EPA News Releases US EPA		1,375
EPA Offers Assistance to Help Rural Communities Revitalize Downtowns U.S. EPA News Releases US EPA		1,325
EPA Launches New Guide for Long-Term Stormwater Planning, Names Five Pilot Communities U.S. EPA News Releases US EPA		1,270
EPA Releases First-Ever Standards to Cut Methane Emissions from the Oil and Gas Sector U.S. EPA News Releases US EPA		1,214
EPA Awarding \$1.3 Million to Revitalize America's Urban Waters and Surrounding Communities U.S. EPA News Releases US EPA		1,022
New EPA Web Portal Helps Communities Prepare for Climate Change U.S. EPA News Releases US EPA		979