

## Engaged Segments

Return Sessions	April 2015	change from prior month		
Return Sessions	3,527,591	-26,909	▼	-0.8%
Pages per Session	3.62	0.04	▲	1.1%
compare to All Sessions	9,055,102	-35,249	▼	-0.4%
Pages per Session	2.96	0.05	▲	1.8%

## User Actions on EPA site

Contact	April 2015	change from prior month		
Clicked to Email EPA	13,588	-1,155	▼	-7.8%
Viewed Contact Us Page	149,399	-3,343	▼	-2.2%
Social Media	April 2015	change from prior month		
Shared EPA content	9,718	6,095	▲	168.2%
Total links shared	2,000	533	▲	36.3%
Exited to EPA social site	9,977	-528	▼	-5.0%
Other Actions	April 2015	change from prior month		
Accessed External Link	484,458	-11,919	▼	-2.4%
Shares by Social Network	April 2015	change from prior month		
Facebook	2,948	1,629	▲	123.5%
Gplus	2,312	1,438	▲	164.5%
Twitter	2,130	1,471	▲	223.2%
Pin	1,898	1,469	▲	342.4%

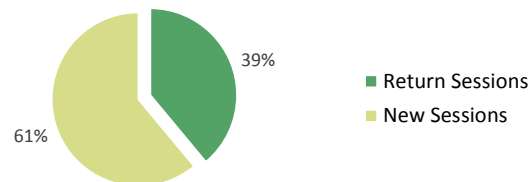
## Facebook

EPA page on Facebook	April 2015	change from prior month		
Monthly Views	3,135,855	914,426	▲	41.2%
Monthly Viewers	661,346	281,813	▲	74.3%
Monthly News Feed Stories	43,064	17,388	▲	67.7%
Total Lifetime Likes	146,032	1,188	▲	0.8%

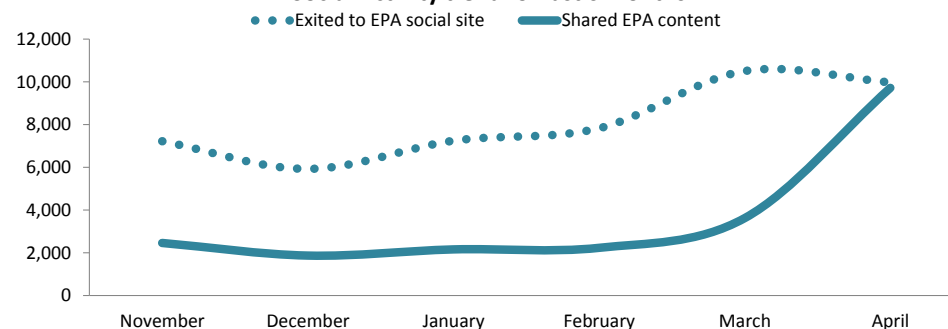
## YouTube Channel

Video Views	April 2015	change from prior month		
Monthly Views	71,760	5,566	▲	8.4%
Monthly Shares	220	24	▲	12.2%
Monthly Comments	127	21	▲	19.8%
Net Subscribers Gained	148	12	▲	8.8%

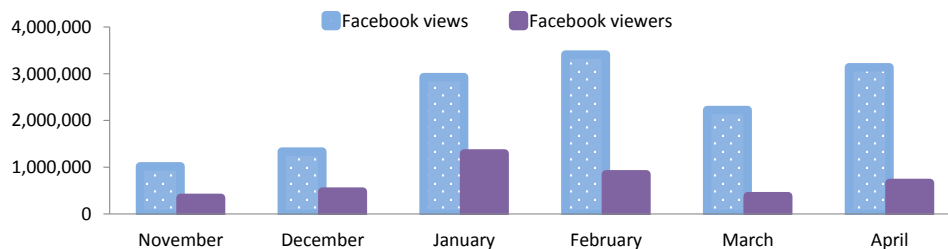
## Return Sessions vs. New Sessions April 2015



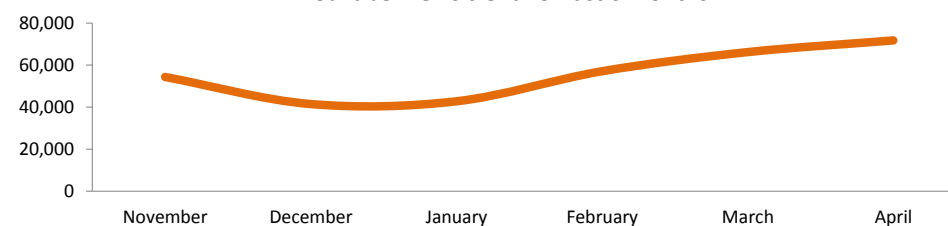
## Social Activity trend for last 6 months



## Facebook trends for last 6 months



## YouTube Views trend for last 6 months



## Agency Web Traffic: Engagement Report

Top 10 Contact Us Pages	by pageviews	April 2015	Top 10 Pages for Email Contact	by email clicks	April 2015
Contact EPA   EPA Home   US EPA		20,362	State Asbestos Contacts   Asbestos   US EPA		670
Contact Us about EPA's Organization and History   About EPA		6,263	Our Partners   Combined Heat and Power Partnership   US EPA		244
State Radon Contacts: Pennsylvania   Radon   US Environment		4,524	State Tier II Reporting Requirements and Procedures   Emergency Response		200
State Asbestos Contacts   Asbestos   US EPA		3,897	Contacts in the Office of Pesticide Programs, Registration Division		180
State Radon Contacts: California   Radon   US Environment		3,586	2015 EPA Science to Achieve Results (STAR) Fellowships for Graduate Students		148
State Radon Contacts: Ohio   Radon   US Environment		3,369	EPA Regional Contacts   Lead   US EPA		133
State Radon Contacts: Michigan   Radon   US Environment		3,217	EPA - TTN EMC Directory		130
State Radon Contacts: Illinois   Radon   US Environment		3,096	Contacts   AirData   US EPA		129
State Radon Contacts: New York   Radon   US Environment		2,997	Student Internships   Careers   US EPA		121
Contact Us Form   Water   US EPA		2,845	Generic Chemical   ACToR   US EPA		115
Top 20 Shared URLs				by number of shares	April 2015
epa.gov/acidrain/measure/ph.html					177
epa.gov/acidrain/effects/index.html					163
epa.gov/radiation/understand/alpha.html					161
epa.gov/osw/conservation/tools/iwarm/widgets/3rwidget.htm					149
epa.gov/acidrain/what/index.html					142
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					131
epa.gov/spdpublic/science/effects/index.html					108
epa.gov/ozone/science/process.html					101
epa.gov/ozone/science/q_a.html					94
epa.gov/pesticides/about/types.htm					83
www2.epa.gov/cfl/cleaning-broken-cfl					81
epa.gov/pesticides/biopesticides/whatarebiopesticides.htm					74
www2.epa.gov/earthday					71
epa.gov/ems/index.html					69
epa.gov/acidrain/effects/surface_water.html					65
epa.gov/air/criteria.html					63
epa.gov/wastes/conservation/materials/plastics.htm					62
epa.gov/agriculture/ag101/dairyphases.html					60
epa.gov/agriculture/tned.html					60
epa.gov/ozone/science/sc_fact.html					54
Top 10 External Links				by link clicks	April 2015
http://search.earth911.com/					5,679
http://apps.irs.gov/app/picklist/list/formspublications.html;jsessionid=714kvz4k92hmqrqabfmnqa__?value=5695&criteria=formnumber&submitsearch					7,736
https://www.usajobs.gov/studentsandgrads					2,978
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,523
https://www.usajobs.gov/search/rssfeed/4811737					2,771
http://fueleconomy.gov/feg/taxcenter.shtml					3,623
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					2,134
http://www.regulations.gov/					2,029
https://www.federalregister.gov/articles/2014/06/18/2014-13726/carbon-pollution-emission-guidelines-for-existing-stationary-sources-electric-utilit					2,093
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,989

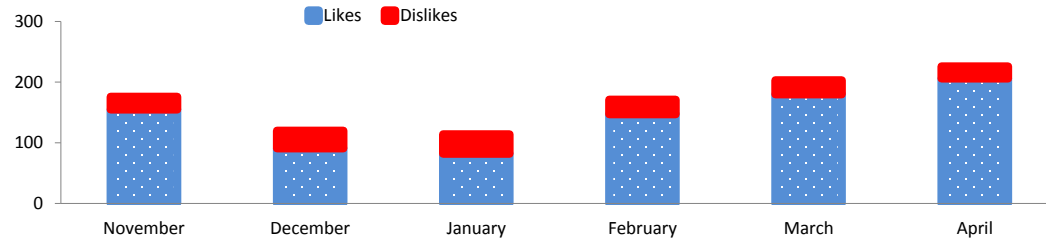
## YouTube Channel

### Monthly Statistics

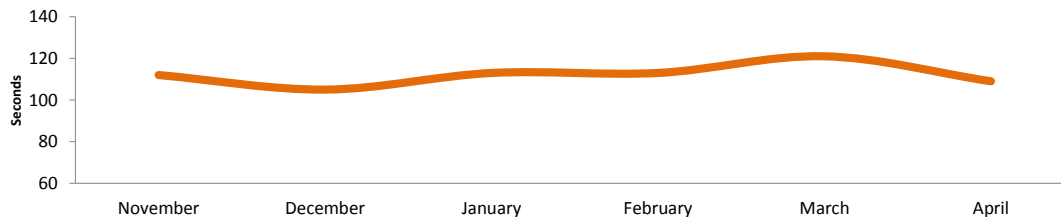
April 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



### Demographics

April 2015

