

Engaged Segments

Return Sessions	May 2015	change from prior month		
Return Sessions	3,098,198	-429,393	▼	-12.2%
Pages per Session	3.76	0.14	▲	3.8%
compare to All Sessions	8,220,539	-834,563	▼	-9.2%
Pages per Session	2.96	0.00	▲	0.0%

User Actions on EPA site

Contact	May 2015	change from prior month		
Clicked to Email EPA	12,017	-1,571	▼	-11.6%
Viewed Contact Us Page	136,839	-12,560	▼	-8.4%
Social Media	May 2015	change from prior month		
Shared EPA content	4,601	-5,117	▼	-52.7%
Total links shared	1,380	-620	▼	-31.0%
Exited to EPA social site	10,832	855	▲	8.6%
Other Actions	May 2015	change from prior month		
Accessed External Link	425,943	-58,515	▼	-12.1%
Shares by Social Network	May 2015	change from prior month		
Facebook	1,536	-1,412	▼	-47.9%
Gplus	1,075	-1,237	▼	-53.5%
Twitter	932	-1,198	▼	-56.2%
Pin	765	-1,133	▼	-59.7%

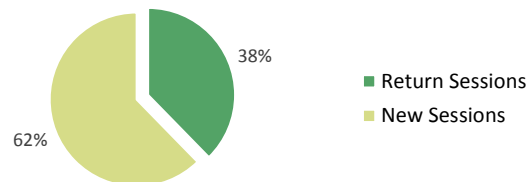
Facebook

EPA page on Facebook	May 2015	change from prior month		
Monthly Views	1,938,856	-1,196,999	▼	-38.2%
Monthly Viewers	415,118	-246,228	▼	-37.2%
Monthly News Feed Stories	29,312	-13,752	▼	-31.9%
Total Lifetime Likes	146,032	1,188	▲	0.8%

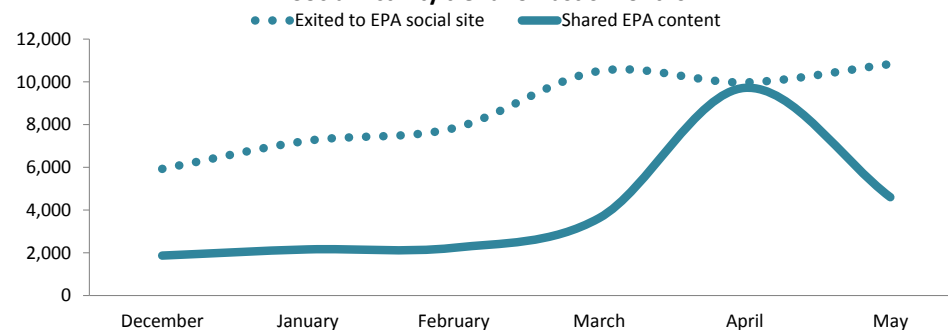
YouTube Channel

Video Views	May 2015	change from prior month		
Monthly Views	64,974	-6,786	▼	-9.5%
Monthly Shares	330	110	▲	50.0%
Monthly Comments	92	-35	▼	-27.6%
Net Subscribers Gained	141	-7	▼	-4.7%

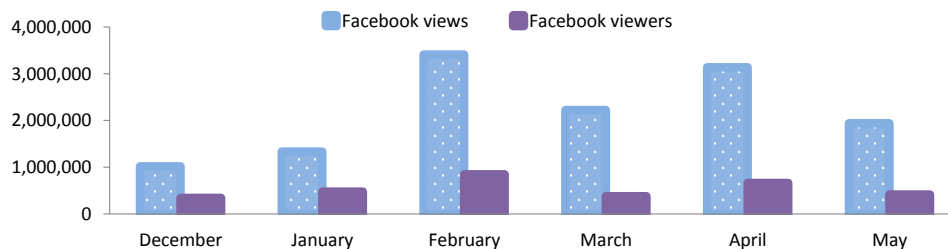
Return Sessions vs. New Sessions May 2015



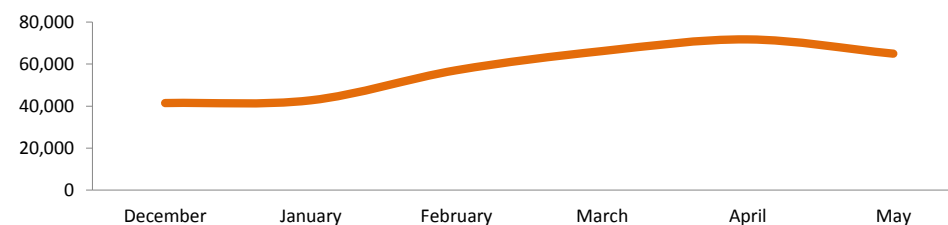
Social Activity trend for last 6 months



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	May 2015	Top 10 Pages for Email Contact	by email clicks	May 2015
Contact EPA EPA Home US EPA		19,842	State Asbestos Contacts Asbestos US EPA		546
Contact Us about EPA's Organization and History About EPA		6,074	201150		260
State Radon Contacts: Pennsylvania Radon US EPA		3,647	2015 EPA Science to Achieve Results (STAR) Fellowships for Graduate Students		147
State Asbestos Contacts Asbestos US EPA		3,581	EPA Regional Contacts Lead US EPA		127
State Radon Contacts: California Radon US EPA		3,452	Generic Chemical ACToR US EPA		126
State Radon Contacts: Illinois Radon US EPA		2,928	Contacts in the Office of Pesticide Programs, Registration Division		126
Contact Us Form Water US EPA		2,748	Media Contacts Newsroom US EPA		122
State Radon Contacts: Michigan Radon US EPA		2,697	State Tier II Reporting Requirements and Procedures Emergency Response		107
State Radon Contacts: Ohio Radon US EPA		2,673	Ordering NSCEP US EPA		107
State Radon Contacts: New York Radon US EPA		2,652	Furnaces : ENERGY STAR		101
Top 20 Shared URLs				by number of shares	May 2015
epa.gov/acidrain/measure/ph.html					90
epa.gov/acidrain/what/index.html					79
epa.gov/spdpublic/science/effects/index.html					77
epa.gov/acidrain/effects/index.html					76
epa.gov/osw/conservation/tools/iwarm/widgets/3rwidget.htm					74
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					61
epa.gov/pesticides/about/types.htm					54
epa.gov/opp00001/factsheets/ipm.htm					52
epa.gov/ozonetitle6/phaseout/22phaseout.html					44
epa.gov/pesticides/biopesticides/whatarebiopesticides.htm					43
epa.gov/radiation/understand/ionize_nonionize.html					42
epa.gov/records/tools/toolkits/6step/6step-03.htm					42
epa.gov/agriculture/ag101/cropsoil.html					42
epa.gov/agriculture/ag101/cropmajor.html					36
epa.gov/agriculture/tned.html					36
epa.gov/kidshometour/toxic.htm					36
epa.gov/tribalcompliance/waterresources/wrwaterdrill.html					34
epa.gov/acidrain/effects/surface_water.html					32
yosemite.epa.gov/opa/admpress.nsf/0/62295cddd6c6b45685257e52004fac97					31
epa.gov/agriculture/ag101/dairyphases.html					29
Top 10 External Links				by link clicks	May 2015
http://search.earth911.com/					5,750
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					3,360
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					2,389
https://www.usajobs.gov/search/rssfeed/4811737					2,670
http://www.ext.colostate.edu/pubs/insect/05574.html					2,065
https://www.usajobs.gov/studentsandgrads					1,903
http://www.regulations.gov/					1,860
http://fueleconomy.gov/feg/taxcenter.shtml					2,915
http://www.ecfr.gov/					1,744
https://www.usajobs.gov/search/rssfeed/4811652					2,137

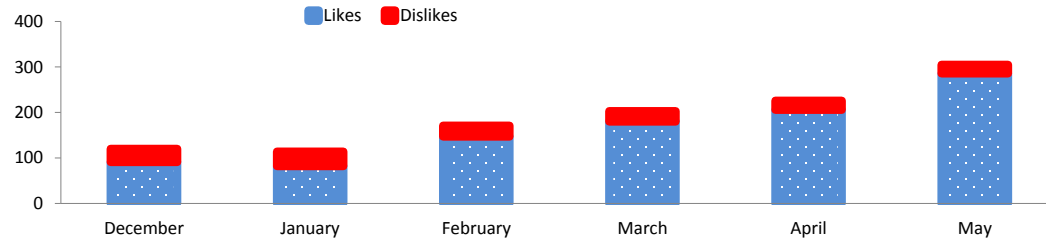
YouTube Channel

Monthly Statistics

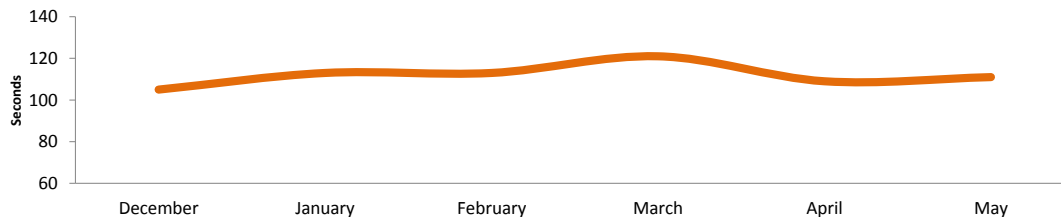
May 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

May 2015

