

## Engaged Segments

| Return Sessions         | June 2015 | change from prior month |   |        |
|-------------------------|-----------|-------------------------|---|--------|
| Return Sessions         | 2,878,808 | -219,390                | ▼ | -7.1%  |
| Pages per Session       | 5.54      | 1.78                    | ▲ | 47.3%  |
| compare to All Sessions | 7,387,074 | -833,465                | ▼ | -10.1% |
| Pages per Session       | 3.67      | 0.71                    | ▲ | 24.0%  |

## User Actions on EPA site

| Contact                   | June 2015 | change from prior month |   |        |
|---------------------------|-----------|-------------------------|---|--------|
| Clicked to Email EPA      | 13,192    | 1,175                   | ▲ | 9.8%   |
| Viewed Contact Us Page    | 139,131   | 2,292                   | ▲ | 1.7%   |
| Social Media              | June 2015 | change from prior month |   |        |
| Shared EPA content        | 5,173     | 572                     | ▲ | 12.4%  |
| Total links shared        | 1,326     | -54                     | ▼ | -3.9%  |
| Exited to EPA social site | 8,206     | -2,626                  | ▼ | -24.2% |
| Other Actions             | June 2015 | change from prior month |   |        |
| Accessed External Link    | 415,638   | -10,305                 | ▼ | -2.4%  |
| Shares by Social Network  | June 2015 | change from prior month |   |        |
| Facebook                  | 1,812     | 276                     | ▲ | 18.0%  |
| Twitter                   | 1,115     | 183                     | ▲ | 19.6%  |
| Gplus                     | 1,114     | 39                      | ▲ | 3.6%   |
| Pin                       | 838       | 73                      | ▲ | 9.5%   |

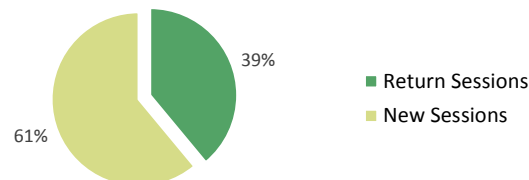
## Facebook

| EPA page on Facebook      | June 2015 | change from prior month |   |        |
|---------------------------|-----------|-------------------------|---|--------|
| Monthly Views             | 1,966,004 | -587,058                | ▼ | -23.0% |
| Monthly Viewers           | 496,643   | 73,748                  | ▲ | 17.4%  |
| Monthly News Feed Stories | 30,954    | 1,642                   | ▲ | 5.6%   |
| Total Lifetime Likes      | 146,032   | 1,188                   | ▲ | 0.8%   |

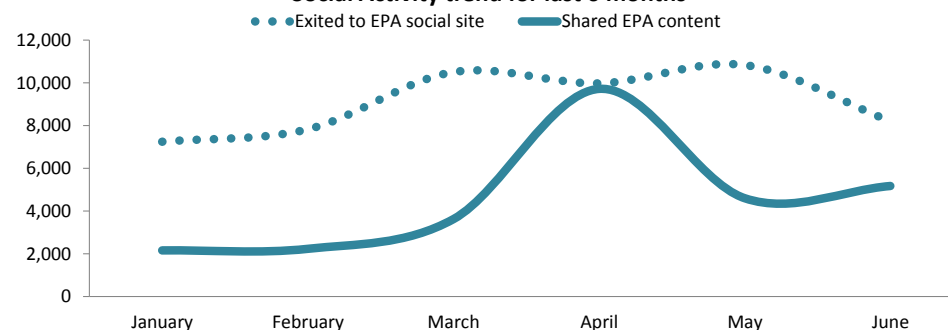
## YouTube Channel

| Video Views            | June 2015 | change from prior month |   |        |
|------------------------|-----------|-------------------------|---|--------|
| Monthly Views          | 43,709    | -19,175                 | ▼ | -30.5% |
| Monthly Shares         | 335       | 5                       | ▲ | 1.5%   |
| Monthly Comments       | 101       | 9                       | ▲ | 9.8%   |
| Net Subscribers Gained | 133       | -8                      | ▼ | -5.7%  |

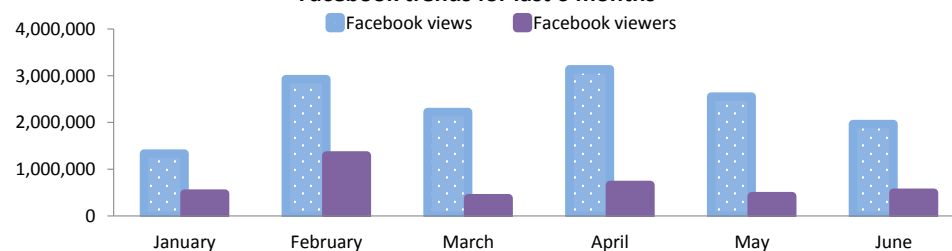
## Return Sessions vs. New Sessions June 2015



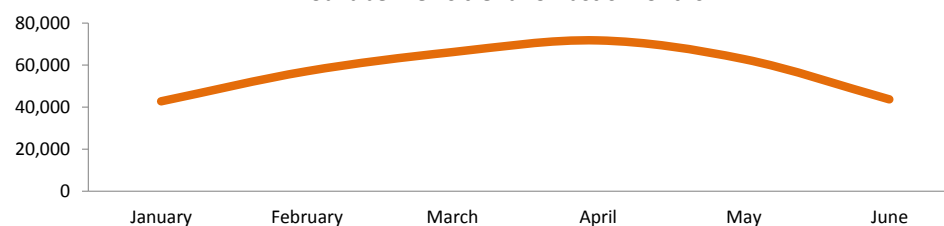
## Social Activity trend for last 6 months



## 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 | June 2015 | Top 10 Pages for Email Contact                                     | by email clicks     | June 2015 |
|---|--------------|-----------|--|---------------------|-----------|
| Contact EPA   EPA Home   US EPA   |              | 19,549    | 201150   |                     | 907       |
| Contact Us about EPA's Organization and History   Abc   |              | 6,238     | State Asbestos Contacts   Asbestos   US EPA                        |                     | 500       |
| State Asbestos Contacts   Asbestos   US EPA   |              | 3,777     | 201500   |                     | 173       |
| State Radon Contacts: California   Radon   US Environ   |              | 3,211     | Generic Chemical   ACToR   US EPA                                  |                     | 122       |
| TRI Program Contacts   Toxics Release Inventory (TRI)   |              | 3,076     | EPA - TTN EMC Directory  |                     | 120       |
| ENERGY STAR Contact Us : ENERGY STAR  |              | 2,891     | Contacts in the Office of Pesticide Programs, Registration Divisio |                     | 117       |
| State Radon Contacts: Pennsylvania   Radon   US Envi  |              | 2,789     | Media Contacts   Newsroom   US EPA                                 |                     | 108       |
| State Radon Contacts: Maryland   Radon   US Environ   |              | 2,752     | 201400   |                     | 107       |
| State Radon Contacts: Illinois   Radon   US Environme   |              | 2,593     | 2015 EPA Science to Achieve Results (STAR) Fellowships for Grad    |                     | 103       |
| Contact Us   Lead   US EPA  |              | 2,553     | State Tier II Reporting Requirements and Procedures   Emergenc     |                     | 100       |
| Top 20 Shared URLs  |              |           |  | by number of shares | June 2015 |
| epa.gov/acidrain/measure/ph.html  |              |           |  |                     | 127       |
| epa.gov/pesticides/biopesticides/whatarebiopesticides.htm   |              |           |  |                     | 103       |
| epa.gov/acidrain/effects/index.html   |              |           |  |                     | 82        |
| www2.epa.gov/sites/production/files/widgets/iwarm-tall.html   |              |           |  |                     | 75        |
| epa.gov/osw/conserves/tools/iwarm/widgets/3rwidget.htm  |              |           |  |                     | 72        |
| epa.gov/pesticides/about/types.htm  |              |           |  |                     | 68        |
| epa.gov/opp00001/factsheets/alpha_fs.htm  |              |           |  |                     | 56        |
| epa.gov/ozone/science/sc_fact.html  |              |           |  |                     | 56        |
| epa.gov/greeningepa/water/techniques.htm  |              |           |  |                     | 56        |
| epa.gov/acidrain/what/index.html  |              |           |  |                     | 55        |
| www2.epa.gov/hfstudy  |              |           |  |                     | 52        |
| epa.gov/air/criteria.html   |              |           |  |                     | 51        |
| www2.epa.gov/ejscreen   |              |           |  |                     | 49        |
| epa.gov/tribalportal/whereyoulive/tribes-a-z.htm  |              |           |  |                     | 48        |
| epa.gov/opp00001/factsheets/ipm.htm   |              |           |  |                     | 46        |
| epa.gov/kidshometour/pest.htm   |              |           |  |                     | 45        |
| epa.gov/air/mercuryrule/index.html  |              |           |  |                     | 45        |
| epa.gov/acidrain/effects/surface_water.html   |              |           |  |                     | 39        |
| epa.gov/radiation/understand/gamma.html   |              |           |  |                     | 38        |
| epa.gov/mold/moldguide.html   |              |           |  |                     | 38        |
| Top 10 External Links   |              |           |  | by link clicks      | June 2015 |
| http://search.earth911.com/   |              |           |  |                     | 5,662     |
| http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/  |              |           |  |                     | 4,253     |
| http://mp118885.cdn.mediaplatform.com/118885/ml/mp/4000/5345/5417/48613/lobby/default.htm                         |              |           |  |                     | 2,950     |
| http://www.ext.colostate.edu/pubs/insect/05574.html   |              |           |  |                     | 2,670     |
| http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422 |              |           |  |                     | 2,578     |
| https://www.usajobs.gov/search/rssfeed/4811737  |              |           |  |                     | 2,916     |
| http://www.regulations.gov/   |              |           |  |                     | 1,923     |
| http://www.ecfr.gov/  |              |           |  |                     | 1,857     |
| http://fueleconomy.gov/feg/taxcenter.shtml  |              |           |  |                     | 2,822     |
| http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr   |              |           |  |                     | 1,754     |

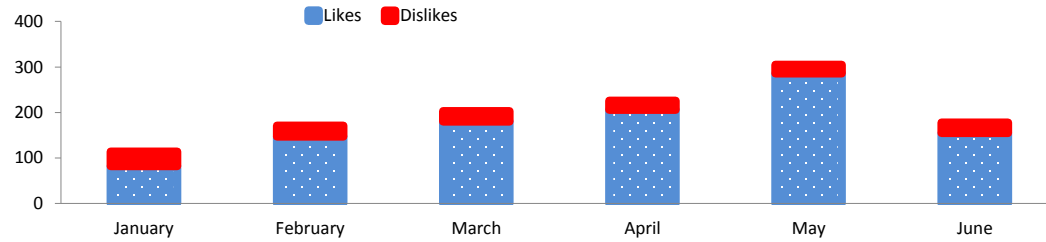
## YouTube Channel

### Monthly Statistics

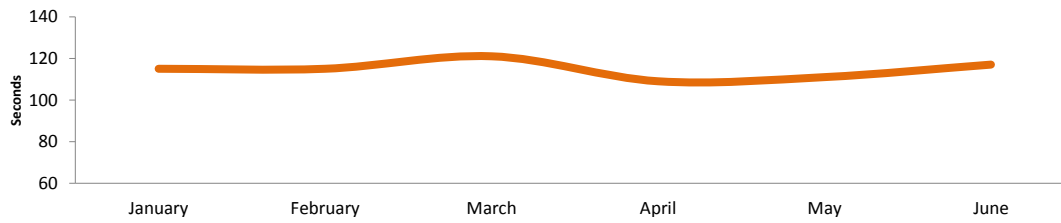
June 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



### Demographics

June 2015

