

## Engaged Segments

Return Sessions	July 2015	change from prior month		
Return Sessions	2,603,626	-275,182	▼	-9.6%
Pages per Session	3.63	-1.91	▼	-34.5%
compare to All Sessions	6,625,220	-761,854	▼	-10.3%
Pages per Session	2.83	-0.84	▼	-22.8%

## User Actions on EPA site

Contact	July 2015	change from prior month		
Clicked to Email EPA	12,529	-592	▼	-4.5%
Viewed Contact Us Page	127,895	-11,236	▼	-8.1%
Social Media	July 2015	change from prior month		
Shared EPA content	14,300	9,127	▲	176.4%
Total links shared	1,264	-62	▼	-4.7%
Exited to EPA social site	9,866	1,954	▲	24.7%
Other Actions	July 2015	change from prior month		
Accessed External Link	405,323	-7,543	▼	-1.8%
Shares by Social Network	July 2015	change from prior month		
Facebook	3,946	2,134	▲	117.8%
Gplus	3,464	2,350	▲	211.0%
Twitter	3,401	2,286	▲	205.0%
Pin	3,242	2,404	▲	286.9%

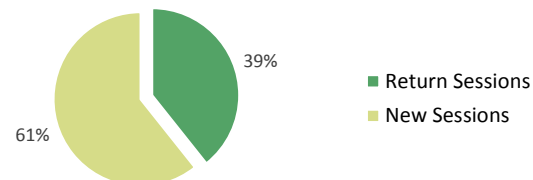
## Facebook

EPA page on Facebook	July 2015	change from prior month		
Monthly Views	1,468,134	-1,205,420	▼	-45.1%
Monthly Viewers	297,343	-213,081	▼	-41.7%
Monthly News Feed Stories	26,127	-4,827	▼	-15.6%
Total Lifetime Likes	146,032	1,188	▲	0.8%

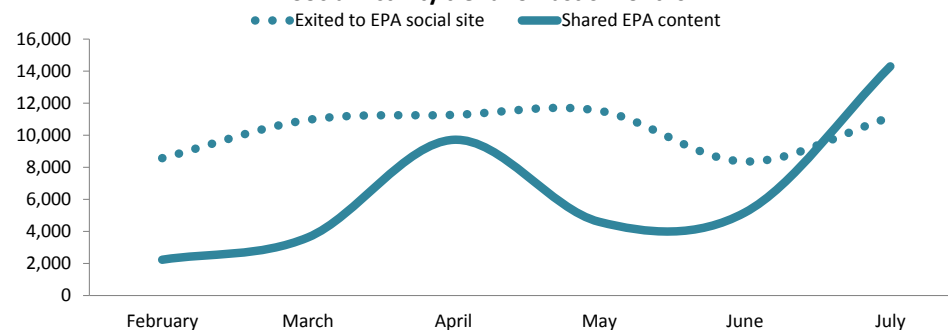
## YouTube Channel

Video Views	July 2015	change from prior month		
Monthly Views	40,374	-6,057	▼	-13.0%
Monthly Shares	366	4	▲	1.1%
Monthly Comments	95	-25	▼	-20.8%
Net Subscribers Gained	115	-25	▼	-17.9%

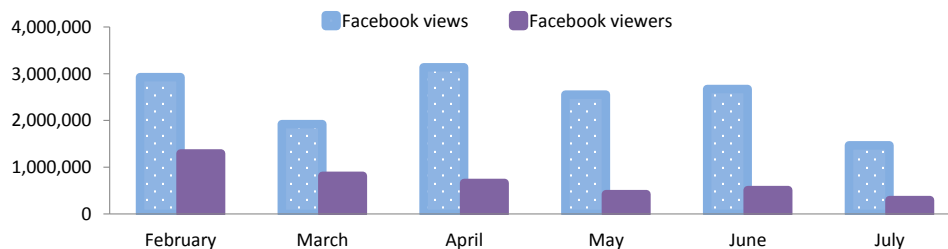
## Return Sessions vs. New Sessions July 2015



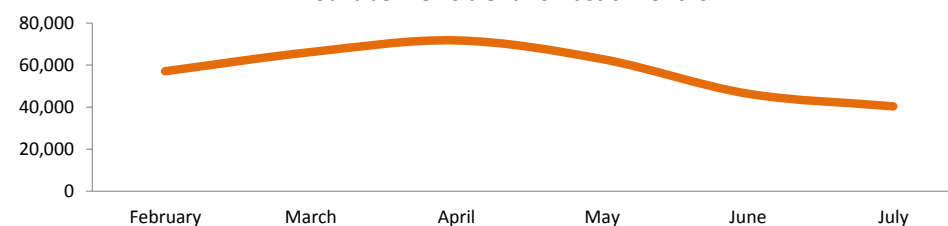
## Social Activity trend for last 6 months



## 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	July 2015
Contact EPA   EPA Home   US EPA		17,977
Contact Us about EPA's Organization and History   About EPA		6,221
State Asbestos Contacts   Asbestos   US EPA		3,975
State Radon Contacts: Pennsylvania   Radon   US Environment		2,788
State Radon Contacts: California   Radon   US Environment		2,766
ENERGY STAR Contact Us : ENERGY STAR		2,602
Contact Us Form   Water   US EPA		2,470
State Radon Contacts: Illinois   Radon   US Environment		2,467
State Radon Contacts: Ohio   Radon   US Environment		2,416
Enforcement: Contact Us   Enforcement   US EPA		2,319

Top 10 Pages for Email Contact	by email clicks	July 2015
State Asbestos Contacts   Asbestos   US EPA		580
Generic Chemical   ACToR   US EPA		136
EPA - TTN EMC Directory		114
Contacts in the Office of Pesticide Programs, Registration Division		113
Media Contacts   Newsroom   US EPA		112
EPA Regional Contacts   Lead   US EPA		106
Our Partners   Combined Heat and Power Partnership   US EPA		101
EPA Hotlines   EPA Home   US EPA		99
EPA ID Numbers   Pacific Southwest: Waste   US EPA		89
LMOP Partner Profile   LMOP   US EPA		88

Top 20 Shared URLs	by number of shares	July 2015
<a href="http://epa.gov/acidrain/measure/ph.html">epa.gov/acidrain/measure/ph.html</a>		495
<a href="http://epa.gov/acidrain/effects/index.html">epa.gov/acidrain/effects/index.html</a>		400
<a href="http://epa.gov/pesticides/biopesticides/whatarebiopesticides.htm">epa.gov/pesticides/biopesticides/whatarebiopesticides.htm</a>		355
<a href="http://epa.gov/acidrain/what/index.html">epa.gov/acidrain/what/index.html</a>		319
<a href="http://epa.gov/pesticides/about/types.htm">epa.gov/pesticides/about/types.htm</a>		293
<a href="http://epa.gov/tribalportal/whereyoulive/tribes-a-z.htm">epa.gov/tribalportal/whereyoulive/tribes-a-z.htm</a>		221
<a href="http://epa.gov/acidrain/effects/health.html">epa.gov/acidrain/effects/health.html</a>		213
<a href="http://epa.gov/radiation/understand/ionize_nonionize.html">epa.gov/radiation/understand/ionize_nonionize.html</a>		200
<a href="http://epa.gov/opp00001/factsheets/alpha_fs.htm">epa.gov/opp00001/factsheets/alpha_fs.htm</a>		188
<a href="http://epa.gov/ozone/science/q_a.html">epa.gov/ozone/science/q_a.html</a>		177
<a href="http://epa.gov/acidrain/effects/surface_water.html">epa.gov/acidrain/effects/surface_water.html</a>		177
<a href="http://epa.gov/agriculture/tned.html">epa.gov/agriculture/tned.html</a>		174
<a href="http://epa.gov/ozone/title6/phaseout/22phaseout.html">epa.gov/ozone/title6/phaseout/22phaseout.html</a>		171
<a href="http://epa.gov/ozone/science/process.html">epa.gov/ozone/science/process.html</a>		169
<a href="http://epa.gov/ozone/science/sc_fact.html">epa.gov/ozone/science/sc_fact.html</a>		163
<a href="http://epa.gov/greeningepa/water/techniques.htm">epa.gov/greeningepa/water/techniques.htm</a>		163
<a href="http://epa.gov/acidrain/effects/forests.html">epa.gov/acidrain/effects/forests.html</a>		159
<a href="http://epa.gov/opp00001/factsheets/ipm.htm">epa.gov/opp00001/factsheets/ipm.htm</a>		155
<a href="http://epa.gov/radiation/understand/gamma.html">epa.gov/radiation/understand/gamma.html</a>		148
<a href="http://epa.gov/radiation/understand/alpha.html">epa.gov/radiation/understand/alpha.html</a>		147

Top 10 External Links	by link clicks	July 2015
<a href="http://search.earth911.com/">http://search.earth911.com/</a>		5,645
<a href="http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/">http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/</a>		4,386
<a href="http://www.ext.colostate.edu/pubs/insect/05574.html">http://www.ext.colostate.edu/pubs/insect/05574.html</a>		3,439
<a href="https://www.usajobs.gov/search/rssfeed/4811737">https://www.usajobs.gov/search/rssfeed/4811737</a>		3,631
<a href="http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&amp;dcmp=rdr0001422">http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&amp;dcmp=rdr0001422</a>		2,140
<a href="http://www.regulations.gov/">http://www.regulations.gov/</a>		1,981
<a href="http://www.ecfr.gov/">http://www.ecfr.gov/</a>		2,067
<a href="http://fueleconomy.gov/feg/taxcenter.shtml">http://fueleconomy.gov/feg/taxcenter.shtml</a>		3,366
<a href="https://www.usajobs.gov/search/rssfeed/4811637">https://www.usajobs.gov/search/rssfeed/4811637</a>		2,153
<a href="https://www.usajobs.gov/search/rssfeed/4811652">https://www.usajobs.gov/search/rssfeed/4811652</a>		1,981

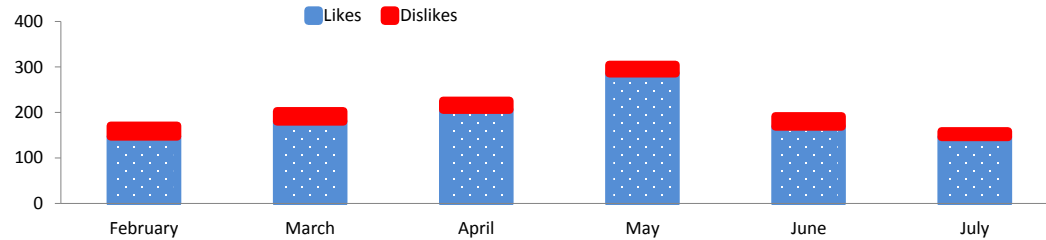
## YouTube Channel

### Monthly Statistics

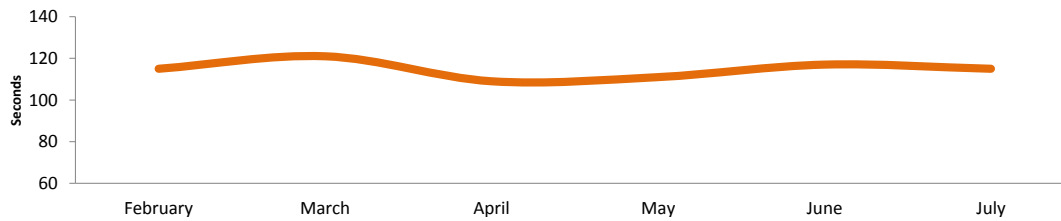
July 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



### Demographics

July 2015

