

Engaged Segments

Return Sessions	August 2015	change from prior month		
Return Sessions	3,159,671	556,045	▲	21.4%
Pages per Session	3.31	-0.31	▼	-8.6%
compare to All Sessions	7,732,747	1,107,527	▲	16.7%
Pages per Session	2.74	-0.10	▼	-3.4%

User Actions on EPA site

Contact	August 2015	change from prior month		
Clicked to Email EPA	11,446	-1,083	▼	-8.6%
Viewed Contact Us Page	130,345	2,450	▲	1.9%
Social Media	August 2015	change from prior month		
Shared EPA content	15,161	861	▲	6.0%
Total links shared	1,341	77	▲	6.1%
Exited to EPA social site	11,036	1,170	▲	11.9%
Other Actions	August 2015	change from prior month		
Accessed External Link	470,529	65,206	▲	16.1%
Shares by Social Network	August 2015	change from prior month		
Facebook	4,227	281	▲	7.1%
Gplus	3,706	242	▲	7.0%
Twitter	3,568	167	▲	4.9%
Pin	3,451	209	▲	6.4%

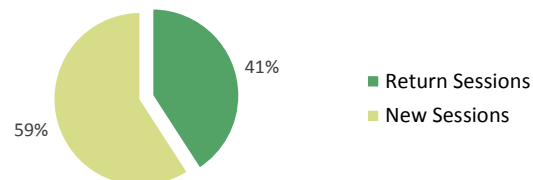
Facebook

EPA page on Facebook	August 2015	change from prior month		
Monthly Views	2,815,174	686,302	▲	32.2%
Monthly Viewers	632,430	339,686	▲	116.0%
Monthly News Feed Stories	37,067	10,940	▲	41.9%
Total Lifetime Likes	168,169	8,018	▲	5.0%

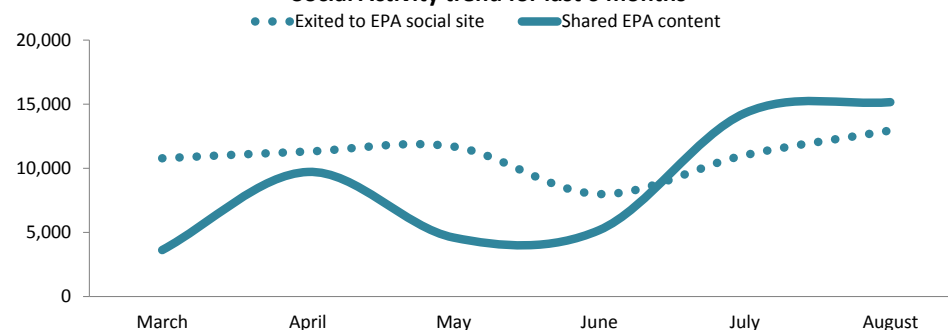
YouTube Channel

Video Views	August 2015	change from prior month		
Monthly Views	57,115	16,767	▲	41.6%
Monthly Shares	573	207	▲	56.6%
Monthly Comments	82	-13	▼	-13.7%
Net Subscribers Gained	156	41	▲	35.7%

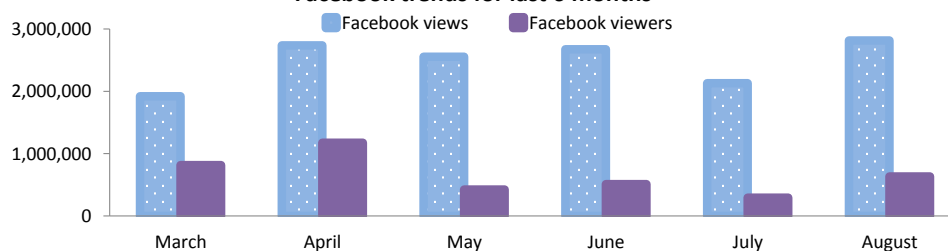
Return Sessions vs. New Sessions August 2015



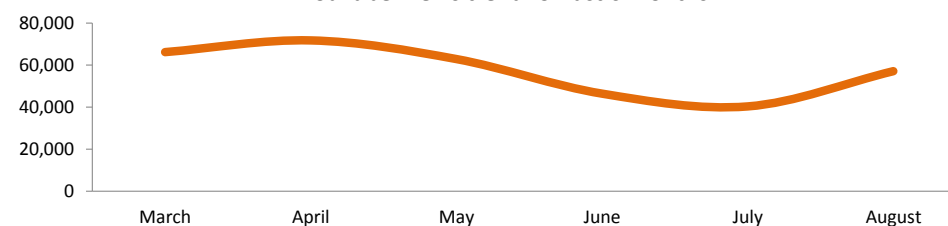
Social Activity trend for last 6 months



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	August 2015	Top 10 Pages for Email Contact	by email clicks	August 2015
Contact EPA EPA Home US EPA		21,681	State Asbestos Contacts Asbestos US EPA		550
Contact Us about EPA's Organization and History About EPA US EPA		5,997	Our Partners Combined Heat and Power Partnership US EPA		342
State Asbestos Contacts Asbestos US EPA		3,747	Media Contacts Newsroom US EPA		144
State Radon Contacts: Pennsylvania Radon US Environment		3,269	Generic Chemical ACToR US EPA		112
State Radon Contacts: California Radon US Environment		2,879	EPA ID Numbers Pacific Southwest: Waste US EPA		102
ENERGY STAR Contact Us : ENERGY STAR		2,543	Contacts in the Office of Pesticide Programs, Registration Division		100
Contact Us Form Water US EPA		2,447	Bed Bug Regional Contacts Bed Bugs: Get Them Out and Keep Them Out		97
State Radon Contacts: Ohio Radon US Environment		2,425	Contact Us about EPA's Organization and History About EPA US EPA		97
State Radon Contacts: New York Radon US Environment		2,285	EPA Hotlines EPA Home US EPA		88
State Radon Contacts: Illinois Radon US Environment		2,231	EPA - TTN EMC Directory		82
Top 20 Shared URLs				by number of shares	August 2015
epa.gov/acidrain/measure/ph.html					454
epa.gov/agriculture/tfsy.html					425
epa.gov/spdpublic/science/effects/index.html					393
epa.gov/acidrain/effects/index.html					385
epa.gov/pesticides/about/types.htm					360
epa.gov/pesticides/biopesticides/whatarebiopesticides.htm					309
epa.gov/greenhomes/reduceenergy.htm					261
epa.gov/acidrain/what/index.html					254
epa.gov/acidrain/effects/health.html					225
epa.gov/ozone/science/process.html					223
epa.gov/greeningepa/water/techniques.htm					219
epa.gov/radiation/understand/ionize_nonionize.html					218
epa.gov/opp00001/factsheets/ipm.htm					217
epa.gov/air/criteria.html					207
epa.gov/acidrain/effects/surface_water.html					205
epa.gov/radiation/understand/gamma.html					178
epa.gov/ozone/science/sc_fact.html					174
epa.gov/ozone/science/indicat/index.html					169
epa.gov/tribalportal/whereyoulive/tribes-a-z.htm					161
epa.gov/records/tools/toolkits/6step/6step-03.htm					153
Top 10 External Links				by link clicks	August 2015
http://search.earth911.com/					5,700
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					5,019
https://www.whitehouse.gov/climate-change					5,429
http://mp118885.cdn.mediaplatform.com/118885/ml/mp/4000/5345/5417/51065/lobby/default.htm					4,099
http://wasmoke.blogspot.com/					3,596
http://airquality.weather.gov/					3,109
http://www.ext.colostate.edu/pubs/insect/05574.html					2,931
https://www.usajobs.gov/search/rssfeed/4811737					3,349
http://airquality.deq.idaho.gov/					3,627
https://www.spokanecleanair.org/current-air-quality/visibility-photo					3,264

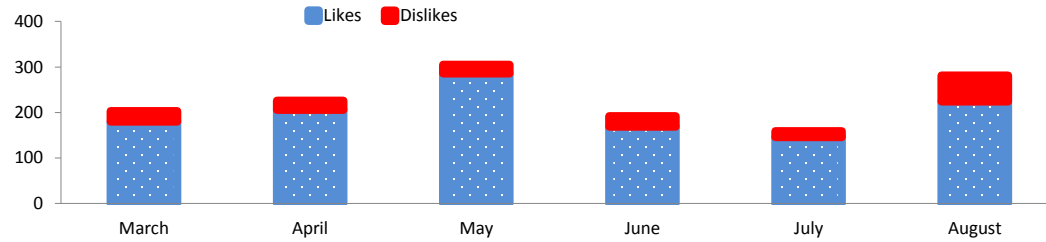
YouTube Channel

Monthly Statistics

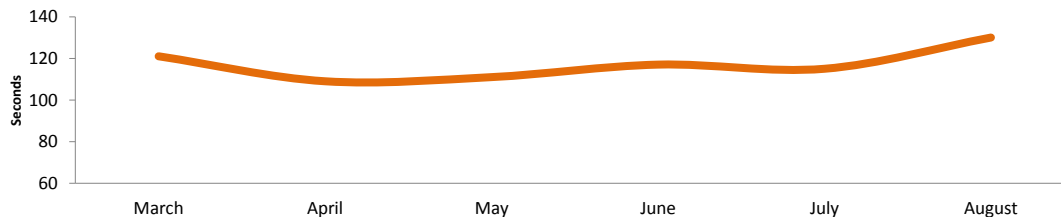
August 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

August 2015

