

Engaged Segments

Return Sessions	September 2015	change from prior month		
Return Sessions	2,966,822	-192,849	▼	-6.1%
Pages per Session	3.55	0.24	▲	7.3%
compare to All Sessions	7,959,897	227,150	▲	2.9%
Pages per Session	2.85	0.11	▲	4.1%

User Actions on EPA site

Contact	September 2015	change from prior month		
Clicked to Email EPA	10,957	-489	▼	-4.3%
Viewed Contact Us Page	125,482	-4,863	▼	-3.7%
Social Media	September 2015	change from prior month		
Shared EPA content	13,630	-1,531	▼	-10.1%
Total links shared	1,394	53	▲	4.0%
Exited to EPA social site	10,036	-1,000	▼	-9.1%
Other Actions	September 2015	change from prior month		
Accessed External Link	464,235	-6,295	▼	-1.3%
Shares by Social Network	September 2015	change from prior month		
Facebook	3,826	-401	▼	-9.5%
Gplus	3,299	-407	▼	-11.0%
Twitter	3,195	-373	▼	-10.5%
Pin	2,986	-465	▼	-13.5%

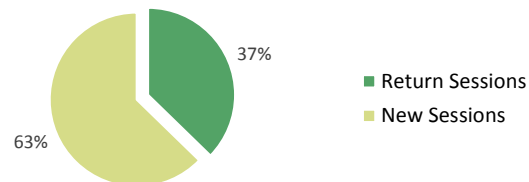
Facebook

EPA page on Facebook	September 2015	change from prior month		
Monthly Views	907,042	-2,549,925	▼	-73.8%
Monthly Viewers	295,826	-333,568	▼	-53.0%
Monthly News Feed Stories	14,619	-22,448	▼	-60.6%
Total Lifetime Likes	172,839	4,670	▲	2.8%

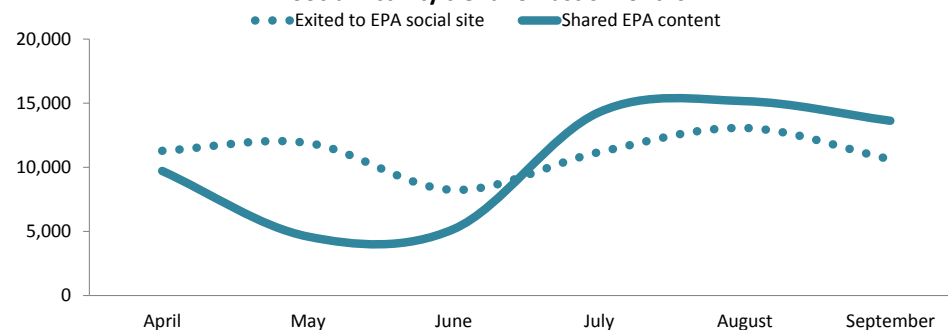
YouTube Channel

Video Views	September 2015	change from prior month		
Monthly Views	50,901	-7,642	▼	-13.1%
Monthly Shares	450	-159	▼	-26.1%
Monthly Comments	24	-58	▼	-70.7%
Net Subscribers Gained	136	-27	▼	-16.6%

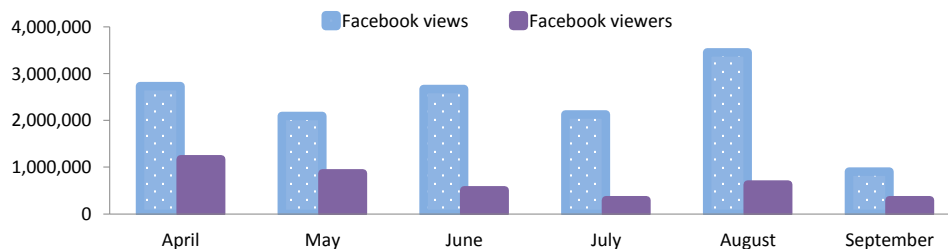
Return Sessions vs. New Sessions September 2015



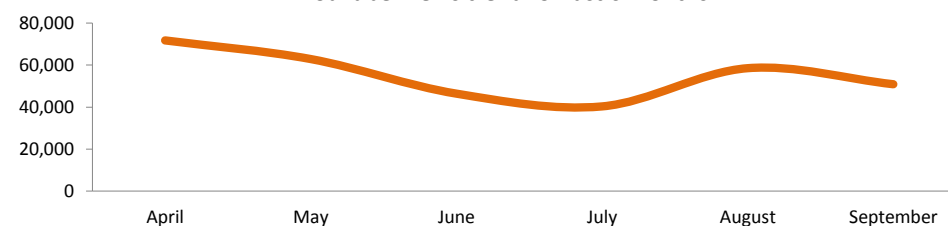
Social Activity trend for last 6 months



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	September 2015	Top 10 Pages for Email Contact	by email clicks	September 2015
Contact EPA EPA Home US EPA		20,942	State Asbestos Contacts Asbestos US EPA		435
Contact Us about EPA's Organization and History About EPA US EPA		6,277	Our Partners Combined Heat and Power Partnership US EPA		328
Contact Us About ENERGY STAR ENERGY STAR		3,688	Search Results Adopt Your Watershed US EPA		167
State Asbestos Contacts Asbestos US EPA		3,504	Notices of Violations Cars and Light Trucks US EPA		149
Contact Us Form Water US EPA		2,613	Media Contacts Newsroom US EPA		148
Enforcement: Contact Us Enforcement US EPA		2,446	Generic Chemical ACToR US EPA		122
State Radon Contacts: California Radon US Environment		2,426	Contact Us about EPA's Organization and History About EPA US EPA		105
State Radon Contacts: Pennsylvania Radon US Environment		2,119	EPA ID Numbers Pacific Southwest: Waste US EPA		102
State Radon Contacts: Ohio Radon US Environment		2,041	Contacts in the Office of Pesticide Programs, Antimicrobial Division		100
State Radon Contacts: Michigan Radon US Environment		2,017	Contacts in the Office of Pesticide Programs, Registration Division		96
Top 20 Shared URLs				by number of shares	September 2015
epa.gov/acidrain/measure/ph.html					339
epa.gov/pesticides/about/types.htm					320
epa.gov/ozone/science/sc_fact.html					309
epa.gov/pesticides/biopesticides/whatarebiopesticides.htm					308
epa.gov/acidrain/effects/index.html					295
epa.gov/greenhomes/reduceenergy.htm					266
epa.gov/ozone/science/q_a.html					266
epa.gov/ozone/science/process.html					262
epa.gov/agriculture/tfsy.html					247
epa.gov/greeningepa/water/techniques.htm					237
epa.gov/ozone/science/indicat/index.html					192
epa.gov/acidrain/what/index.html					181
epa.gov/pesticides/about/index.html					157
epa.gov/agriculture/ag101/cropmajor.html					155
epa.gov/mercury/spills/index.html					153
epa.gov/kidshometour/pest.htm					151
epa.gov/cleanenergy/energy-and-you/affect/nuclear.html					142
epa.gov/acidrain/effects/surface_water.html					140
epa.gov/mercury/effects.htm					138
epa.gov/records/tools/toolkits/6step/6step-03.htm					136
Top 10 External Links				by link clicks	September 2015
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					6,295
http://www.arb.ca.gov/newsrel/in_use_compliance_letter.htm					5,478
http://search.earth911.com/					4,902
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					4,472
http://www.ext.colostate.edu/pubs/insect/05574.html					2,571
http://www.valleyair.org/					3,354
http://www.regulations.gov/					2,399
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					2,167
http://www.ecfr.gov/					1,815
http://fueleconomy.gov/feg/taxcenter.shtml					3,251

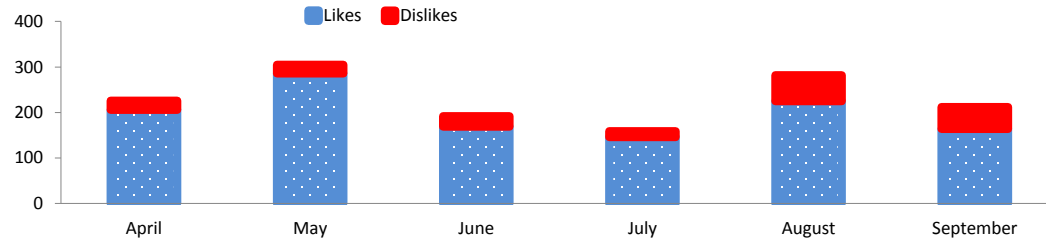
YouTube Channel

Monthly Statistics

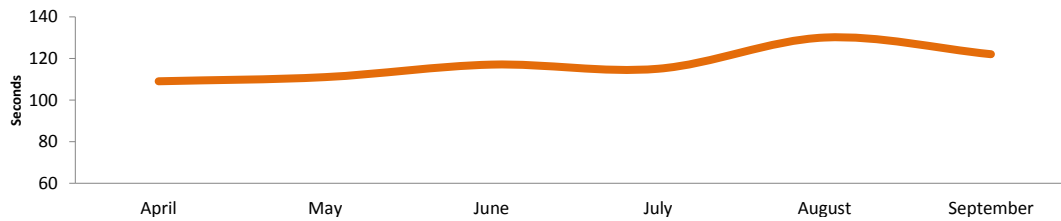
September 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

September 2015

