

## Engaged Segments

Return Sessions	October 2015	change from prior month		
Return Sessions	2,886,915	-79,907	▼	-2.7%
Pages per Session	3.91	0.36	▲	10.1%
compare to All Sessions	7,268,193	-691,704	▼	-8.7%
Pages per Session	3.13	0.28	▲	10.0%

## User Actions on EPA site

Contact	October 2015	change from prior month		
Clicked to Email EPA	11,680	862	▲	8.0%
Viewed Contact Us Page	106,402	-19,080	▼	-15.2%
Social Media	October 2015	change from prior month		
Shared EPA content	2,911	-10,719	▼	-78.6%
Total links shared	1,077	-317	▼	-22.7%
Exited to EPA social site	10,561	492	▲	4.9%
Other Actions	October 2015	change from prior month		
Accessed External Link	381,841	-84,895	▼	-18.2%
Shares by Social Network	October 2015	change from prior month		
Facebook	1,080	-2,746	▼	-71.8%
Gplus	528	-2,771	▼	-84.0%
Twitter	477	-2,718	▼	-85.1%
Pin	350	-2,636	▼	-88.3%

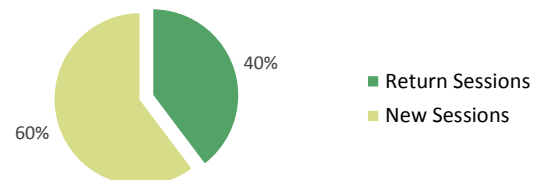
## Facebook

EPA page on Facebook	October 2015	change from prior month		
Monthly Views	1,448,593	337,684	▲	30.4%
Monthly Viewers	297,604	-1,818	▼	-0.6%
Monthly News Feed Stories	20,442	6,208	▲	43.6%
Total Lifetime Likes	175,953	3,114	▲	1.8%

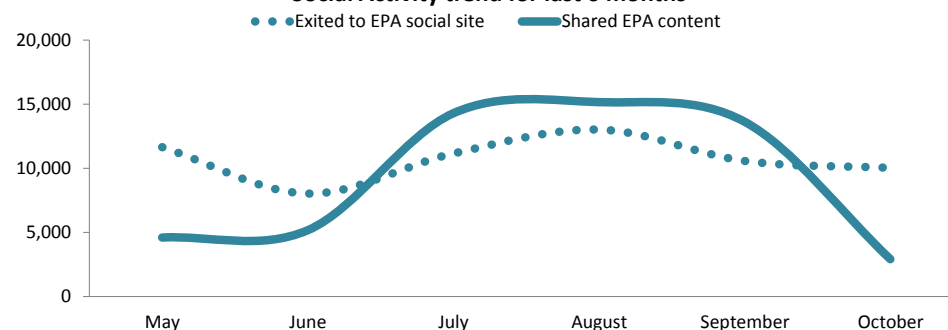
## YouTube Channel

Video Views	October 2015	change from prior month		
Monthly Views	68,793	18,086	▲	35.7%
Monthly Shares	522	72	▲	16.0%
Monthly Comments	41	17	▲	70.8%
Net Subscribers Gained	158	22	▲	16.2%

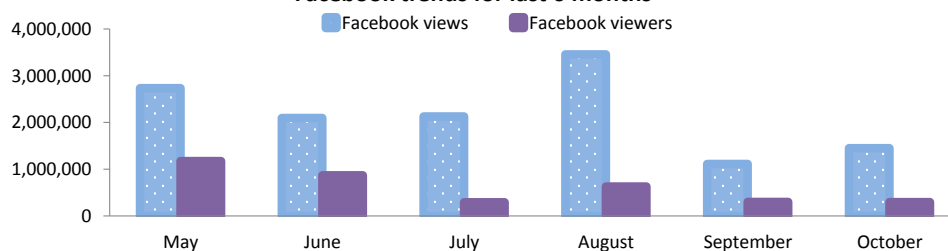
## Return Sessions vs. New Sessions October 2015



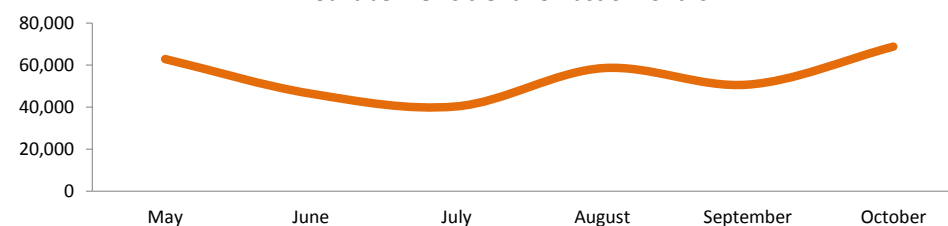
## Social Activity trend for last 6 months



## Facebook trends for last 6 months



## YouTube Views trend for last 6 months



## Agency Web Traffic: Engagement Report

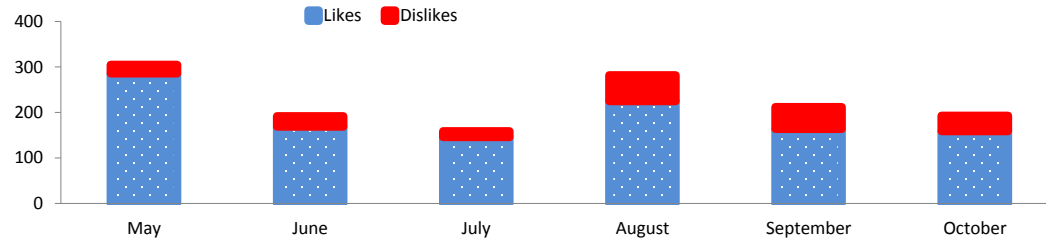
Top 10 Contact Us Pages	by pageviews	October 2015	Top 10 Pages for Email Contact	by email clicks	October 2015
Contact EPA   EPA Home   US EPA		20,942	State Asbestos Contacts   Asbestos   US EPA		435
Contact Us about EPA's Organization and History   Ab		6,277	Our Partners   Combined Heat and Power Partnership   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 Environ		2,426	Contact Us about EPA's Organization and History   About EPA   I		105
State Radon Contacts: Pennsylvania   Radon   US Envi		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 Divisi		100
State Radon Contacts: Michigan   Radon   US Environr		2,017	Contacts in the Office of Pesticide Programs, Registration Divisio		96
Top 20 Shared URLs				by number of shares	October 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/ozone/science/q_a.html					266
epa.gov/greenhomes/reduceenergy.htm					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/cleanenergy/energy-and-you/affect/natural-gas.html					136
Top 10 External Links				by link clicks	October 2015
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					10,430
http://search.earth911.com/					5,211
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					3,925
https://epa.usajobs.gov/search/advancedsearch					2,711
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					2,566
http://publicworks.cityofboise.org/services/air-quality/air-quality-camera/					2,820
http://www.ext.colostate.edu/pubs/insect/05574.html					2,180
http://www.gpo.gov/fdsys/browse/collectionuscode.action?collectioncode=uscode					2,122
http://airquality.deq.idaho.gov/					2,697
http://www.regulations.gov/					1,992

## YouTube Channel

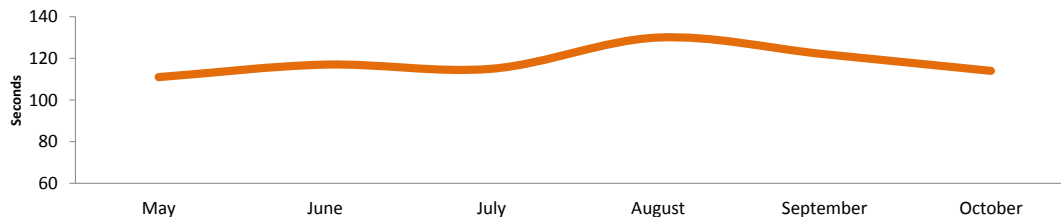
### Monthly Statistics

October 2015

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



### Demographics

October 2015

