

Engaged Segments

Return Sessions	November 2015	change from prior month		
Return Sessions	2,517,118	-369,797	▼	-12.8%
Pages per Session	3.89	-0.02	▼	-0.6%
compare to All Sessions	6,355,310	-912,883	▼	-12.6%
Pages per Session	3.14	0.01	▲	0.2%

User Actions on EPA site

Contact	November 2015	change from prior month		
Clicked to Email EPA	9,571	-2,109	▼	-18.1%
Viewed Contact Us Page	87,508	-18,894	▼	-17.8%
Social Media	November 2015	change from prior month		
Shared EPA content	1,915	-996	▼	-34.2%
Total links shared	847	-230	▼	-21.4%
Exited to EPA social site	8,802	-1,759	▼	-16.7%
Other Actions	November 2015	change from prior month		
Accessed External Link	333,507	-48,334	▼	-12.7%
Shares by Social Network	November 2015	change from prior month		
Facebook	714	-366	▼	-33.9%
Googleplus	293	-3	▼	-1.0%
Twitter	289	-188	▼	-39.4%
Gplus	263	-265	▼	-50.2%

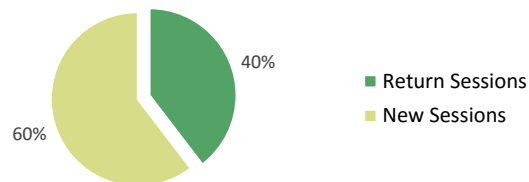
Facebook

EPA page on Facebook	November 2015	change from prior month		
Monthly Views	1,532,484	83,891	▲	5.8%
Monthly Viewers	370,222	72,618	▲	24.4%
Monthly News Feed Stories	20,218	-224	▼	-1.1%
Total Lifetime Likes	179,413	3,460	▲	2.0%

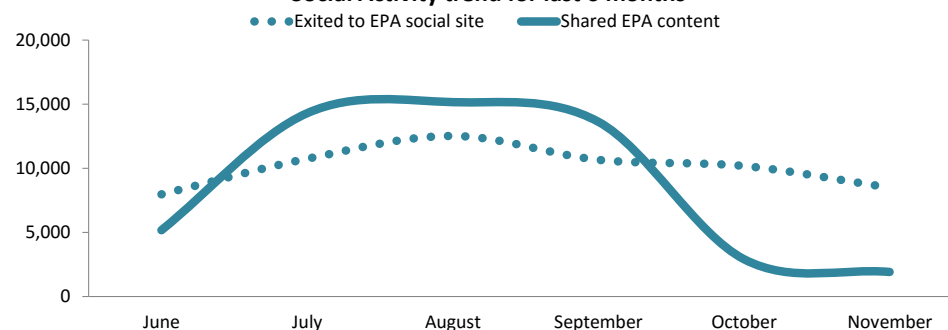
YouTube Channel

Video Views	November 2015	change from prior month		
Monthly Views	67,192	-122	▼	-0.2%
Monthly Shares	437	-85	▼	-16.3%
Monthly Comments	33	-8	▼	-19.5%
Net Subscribers Gained	134	-24	▼	-15.2%

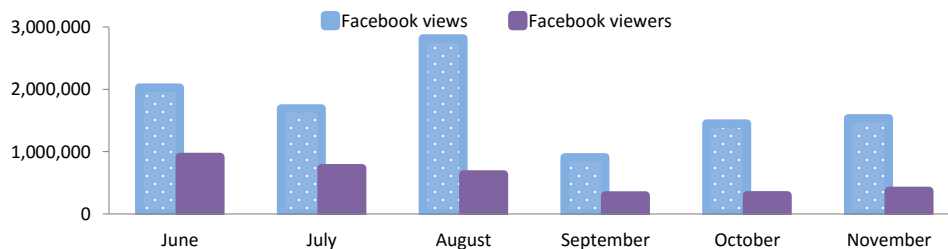
Return Sessions vs. New Sessions November 2015



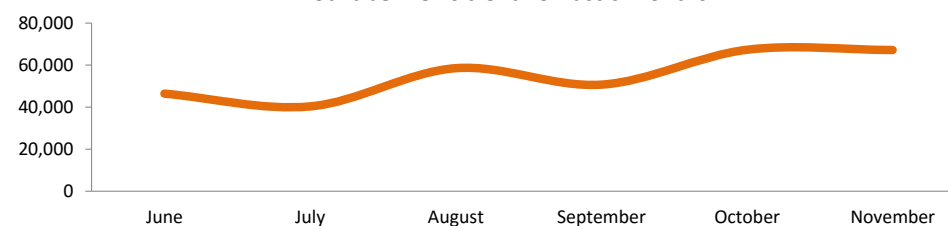
Social Activity trend for last 6 months



Facebook trends for last 6 months



YouTube Views trend for last 6 months



Agency Web Traffic: Engagement Report

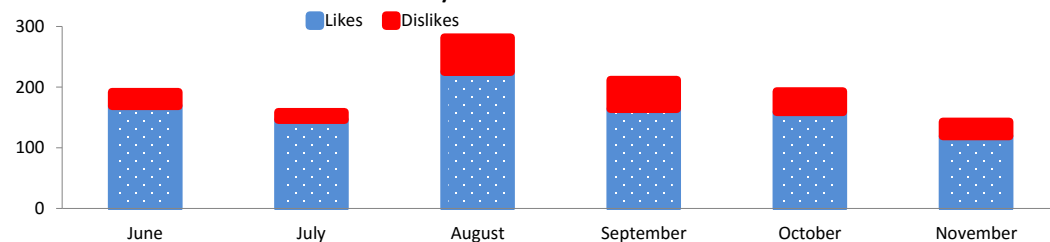
Top 10 Contact Us Pages	by pageviews	November 2015	Top 10 Pages for Email Contact	by email clicks	November 2015
Contact EPA EPA Home US EPA		16,093	State Asbestos Contacts Asbestos US EPA		390
Contact Us about EPA's Organization and History Abc		5,811	Superfund Site Profile Superfund Site Information US EPA		324
Contact Us About ENERGY STAR ENERGY STAR		3,759	EPA ID Numbers Pacific Southwest: Waste US EPA		148
State Asbestos Contacts Asbestos US EPA		2,941	Generic Chemical ACToR US EPA		144
Contact Us Form Water US EPA		2,837	Vehicle, Engine, and Equipment Recalls Cars and Light Trucks I		116
Enforcement: Contact Us Enforcement US EPA		2,019	Science Inventory US EPA		112
Contact Us Lead US EPA		1,788	Media Contacts Newsroom US EPA		107
EPA Regional Contacts Lead US EPA		1,184	EPA Regional Contacts Lead US EPA		107
Contact EPA Region 5 About EPA US EPA		1,183	Model Averaging Webinar Workshop Announcement Benchma		94
Media Contacts Newsroom US EPA		1,158	Contacts in the Office of Pesticide Programs, Registration Divisio		90
Top 20 Shared URLs				by number of shares	November 2015
www3.epa.gov/epawaste/conserva/tools/iwarm/widgets/3rwidget.htm					190
developer.epa.gov/category/widgets/index.html					157
yosemite.epa.gov/opa/admpress.nsf/b1ab9f485b098972852562e7004dc686/02901afd2d9dd0e585256f9400755665!opendocument					92
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					60
www3.epa.gov/carbon-footprint-calculator/index.html					27
www2.epa.gov/bedbugs/do-it-yourself-bed-bug-control					27
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/4a45a5661216e66c85257ef10061867b!opendocument					17
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					16
www2.epa.gov/recycle					16
www2.epa.gov/pesticides/epa-extending-comment-period-chlorpyrifos-risk-assessment-until-april-30-2015					16
www3.epa.gov/climatechange/science/causes.html					15
www2.epa.gov/greatlakes					13
www2.epa.gov/cfl/cleaning-broken-cfl					12
www3.epa.gov/climatechange/basics/index.html					12
www2.epa.gov/superfund/search-superfund-sites-where-you-live					12
www2.epa.gov/recycle/reducing-wasted-food-basics					11
cfpub.epa.gov/locator/index.html					11
www2.epa.gov/bedbugs					11
www2.epa.gov/radon					10
nepis.epa.gov/exe/zyonet.exe/9100mvyw.txt?zyactiond=zydocument&client=epa&index=1981 thru 1985&docs=&query=&time=&endtime=&searchm					10
Top 10 External Links				by link clicks	November 2015
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					7,957
http://search.earth911.com/					5,561
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					3,610
https://epa.usajobs.gov/search/advancedsearch					2,453
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,983
http://www.gpo.gov/fdsys/browse/collectionuscode.action?collectioncode=uscode					1,818
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					1,678
http://www.ext.colostate.edu/pubs/insect/05574.html					1,640
http://www.regulations.gov/					1,608
http://sosradon.org/test-kits					1,500

YouTube Channel

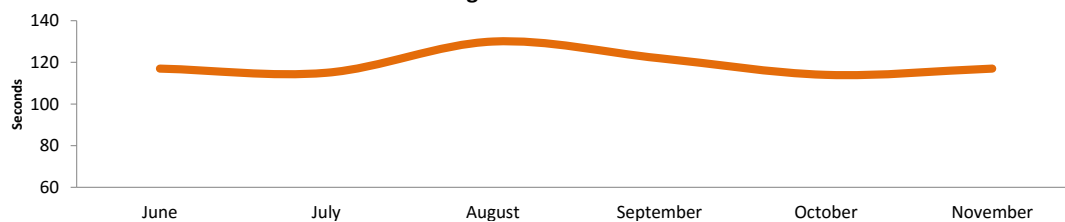
Monthly Statistics

November 2015

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

November 2015

