

Engaged Segments

Return Sessions	December 2015	change from prior month		
Return Sessions	2,138,003	-379,115	▼	-15.1%
Pages per Session	3.91	0.02	▲	0.4%
compare to All Sessions	5,338,658	-1,016,652	▼	-16.0%
Pages per Session	3.13	-0.01	▼	-0.3%

User Actions on EPA site

Contact	December 2015	change from prior month		
Clicked to Email EPA	9,199	-372	▼	-3.9%
Viewed Contact Us Page	76,645	-10,863	▼	-12.4%
Social Media	December 2015	change from prior month		
Shared EPA content	1,834	-81	▼	-4.2%
Total links shared	719	-128	▼	-15.1%
Exited to EPA social site	8,035	-767	▼	-8.7%
Other Actions	December 2015	change from prior month		
Accessed External Link	292,259	-41,248	▼	-12.4%
Shares by Social Network	December 2015	change from prior month		
Facebook	757	43	▲	6.0%
Googleplus	287	-6	▼	-2.0%
Twitter	278	-11	▼	-3.8%
Gplus	213	-50	▼	-19.0%

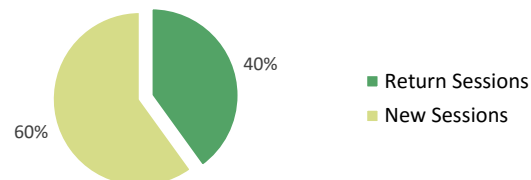
Facebook

EPA page on Facebook	December 2015	change from prior month		
Monthly Views	2473028	940,544	▲	61.4%
Monthly Viewers	424524	54,302	▲	14.7%
Monthly News Feed Stories	35390	15,172	▲	75.0%
Total Lifetime Likes	184,437	5,024	▲	2.9%

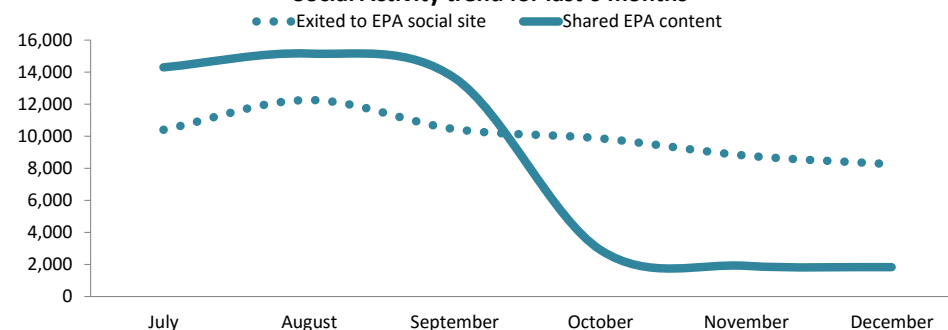
YouTube Channel

Video Views	December 2015	change from prior month		
Monthly Views	53,105	-12,407	▼	-18.9%
Monthly Shares	387	-50	▼	-11.4%
Monthly Comments	36	3	▲	9.1%
Net Subscribers Gained	124	-10	▼	-7.5%

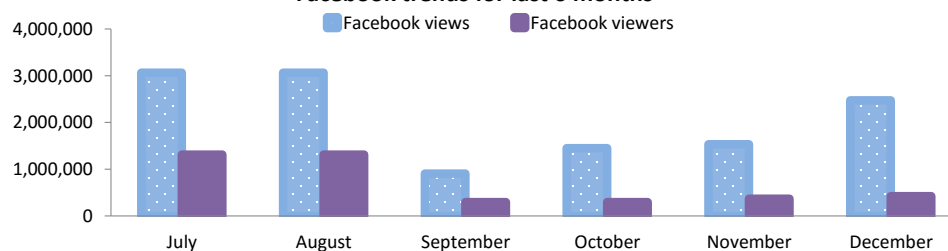
Return Sessions vs. New Sessions December 2015



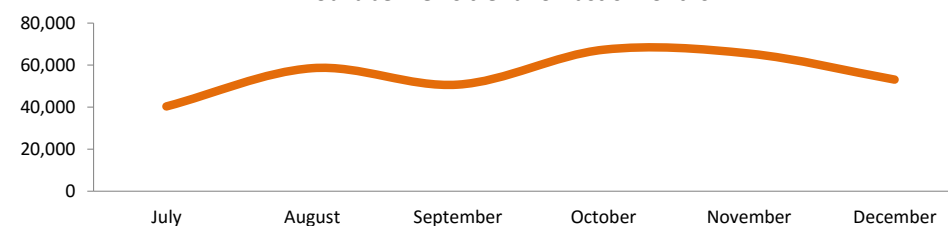
Social Activity trend for last 6 months



Facebook trends for last 6 months



YouTube Views trend for last 6 months



Agency Web Traffic: Engagement Report

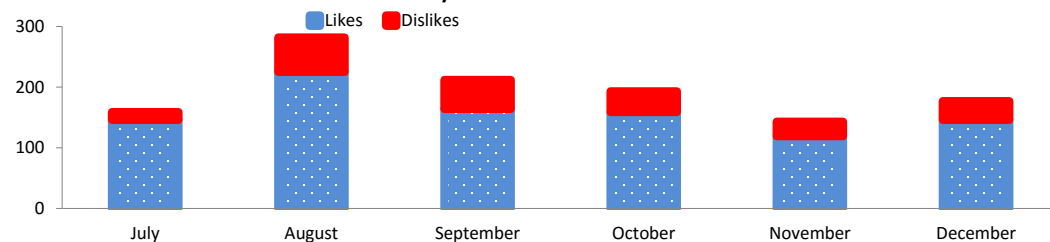
Top 10 Contact Us Pages	by pageviews	December 2015	Top 10 Pages for Email Contact	by email clicks	December 2015
Contact EPA EPA Home US EPA		16,192	State Asbestos Contacts Asbestos US EPA		389
Contact Us about EPA's Organization and History Abc		5,022	Superfund Site Profile Superfund Site Information US EPA		287
Contact Us About ENERGY STAR ENERGY STAR		3,135	State Tier II Reporting Requirements and Procedures Emergenc		140
State Asbestos Contacts Asbestos US EPA		2,770	Contacts in the Office of Pesticide Programs, Registration Divisio		112
Enforcement: Contact Us Enforcement US EPA		2,120	EPA Regional Contacts Lead US EPA		103
Contact Us Lead US EPA		1,531	EPA Hotlines EPA Home US EPA		99
EPA Regional Contacts Lead US EPA		1,015	Generic Chemical ACToR US EPA		96
Contact Us about Mold Mold US EPA		1,004	Contacting EPA Region 4 (Southeast) About EPA US EPA		81
Pesticide Contacts and Organizational Information U		986	Selected EPA-registered Disinfectants Pesticide Registration U		80
Contact Us Climate Change US EPA		957	Contacts in the Office of Pesticide Programs, Biopesticides and P		80
Top 20 Shared URLs				by number of shares	December 2015
yosemite.epa.gov/opa/admpress.nsf/b1ab9f485b098972852562e7004dc686/02901afd2d9dd0e585256f9400755665!opendocument					223
developer.epa.gov/category/widgets/index.html					141
www3.epa.gov/epawaste/conservation/tools/iwarm/widgets/3rwidget.htm					119
epa.gov/sites/production/files/widgets/iwarm-tall.html					35
www3.epa.gov/carbon-footprint-calculator/index.html					25
epa.gov/bedbugs/do-it-yourself-bed-bug-control					23
epa.gov/recycle/reducing-and-reusing-basics					16
epa.gov/cfl/cleaning-broken-cfl					16
www3.epa.gov/climatechange/wydc/home.html					15
www3.epa.gov/climatechange/ghgemissions/global.html					15
www3.epa.gov/climatechange/wydc/index.html					15
www3.epa.gov/climatechange/science/causes.html					15
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/c7f63f4997e04c2785257f180062ed69!opendocument					14
www3.epa.gov/climatechange/ghgemissions/gases/ch4.html					14
epa.gov/vw					11
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/89d36e632b5a346f85257f19007289a7!opendocument					11
www3.epa.gov/climatechange/basics/facts.html					11
epa.gov/greatlakes					10
epa.gov/mold/ten-things-you-should-know-about-mold					10
epa.gov/renewable-fuel-standard-program/final-renewable-fuel-standards-2014-2015-and-2016-and-biomass-based					10
Top 10 External Links				by link clicks	December 2015
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					7,480
http://search.earth911.com/					5,312
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,669
https://epa.usajobs.gov/search/advancedsearch					1,906
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					1,810
http://sosradon.org/test-kits					1,612
http://www.gpo.gov/fdsys/browse/collectionuscode.action?collectioncode=uscode					1,837
https://www.usajobs.gov/studentsandgrads					1,554
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,724
http://fueleconomy.gov/feg/taxcenter.shtml					2,397

YouTube Channel

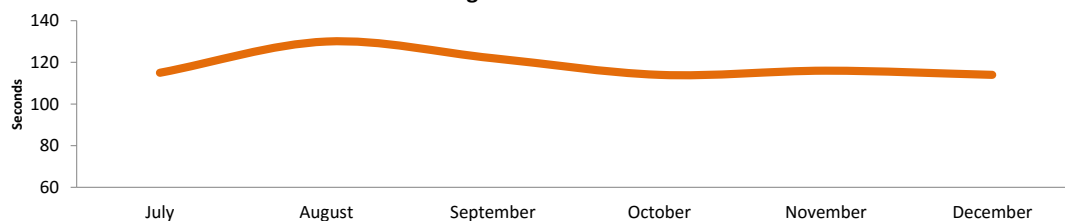
Monthly Statistics

December 2015

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

December 2015

