

Engaged Segments

| Return Sessions | January 2016 | change from prior month | | |
|-------------------------|--------------|-------------------------|---|--------|
| Return Sessions | 1,897,120 | -240,883 | ▼ | -11.3% |
| Pages per Session | 4.14 | 0.23 | ▲ | 5.9% |
| compare to All Sessions | 4,883,153 | -455,505 | ▼ | -8.5% |
| Pages per Session | 3.26 | 0.13 | ▲ | 4.2% |

User Actions on EPA site

| Contact | January 2016 | change from prior month | | |
|---------------------------|--------------|-------------------------|---|--------|
| Clicked to Email EPA | 9,337 | 138 | ▲ | 1.5% |
| Viewed Contact Us Page | 87,978 | 11,333 | ▲ | 14.8% |
| Social Media | January 2016 | change from prior month | | |
| Shared EPA content | 1,659 | -175 | ▼ | -9.5% |
| Total links shared | 985 | 266 | ▲ | 37.0% |
| Exited to EPA social site | 8,971 | 936 | ▲ | 11.6% |
| Other Actions | January 2016 | change from prior month | | |
| Accessed External Link | 359,103 | 66,844 | ▲ | 22.9% |
| Shares by Social Network | January 2016 | change from prior month | | |
| Facebook | 754 | -3 | ▼ | -0.4% |
| Twitter | 289 | 11 | ▲ | 4.0% |
| Gplus | 249 | 36 | ▲ | 16.9% |
| Googleplus | 205 | -82 | ▼ | -28.6% |

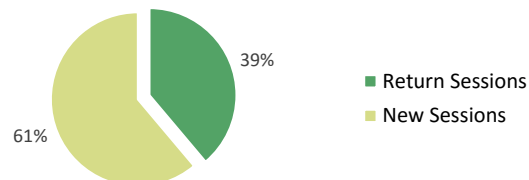
Facebook

| EPA page on Facebook | January 2016 | change from prior month | | |
|---------------------------|--------------|-------------------------|---|--------|
| Monthly Views | 830,807 | -1,642,221 | ▼ | -66.4% |
| Monthly Viewers | 166,512 | -258,012 | ▼ | -60.8% |
| Monthly News Feed Stories | 14,557 | -20,833 | ▼ | -58.9% |
| Total Lifetime Likes | 188,520 | 4,083 | ▲ | 2.4% |

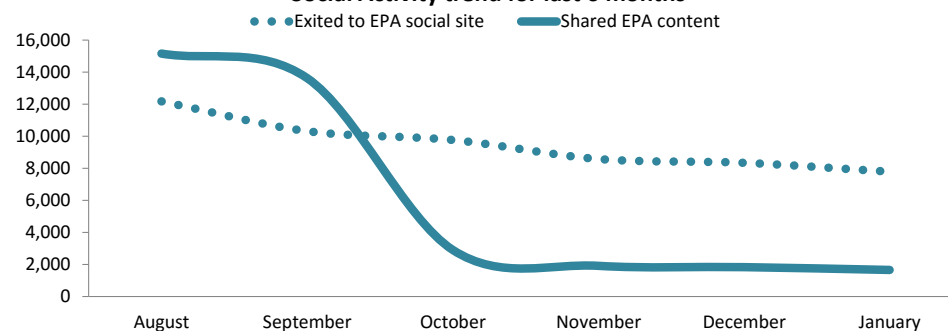
YouTube Channel

| Video Views | January 2016 | change from prior month | | |
|------------------------|--------------|-------------------------|---|--------|
| Monthly Views | 61,821 | 9,376 | ▲ | 17.9% |
| Monthly Shares | 331 | -56 | ▼ | -14.5% |
| Monthly Comments | 27 | -9 | ▼ | -25.0% |
| Net Subscribers Gained | 159 | 35 | ▲ | 28.2% |

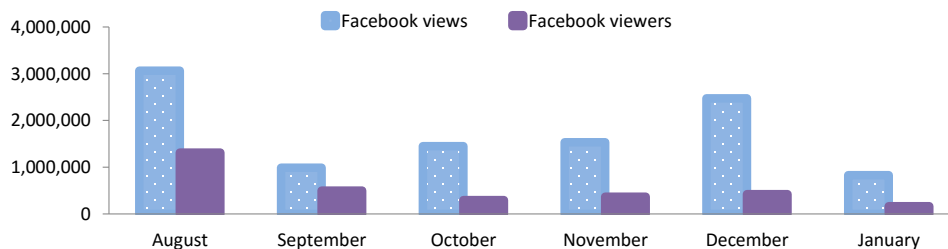
Return Sessions vs. New Sessions January 2016



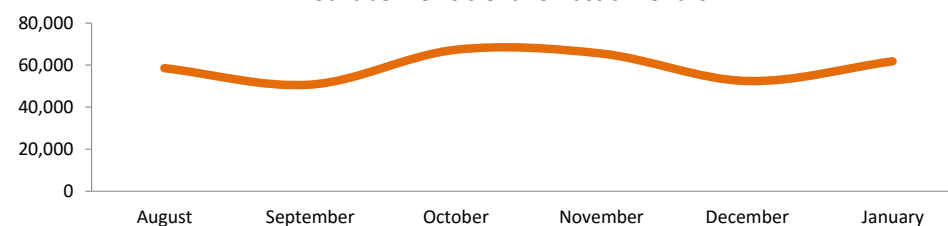
Social Activity trend for last 6 months



Facebook trends for last 6 months



YouTube Views trend for last 6 months



Agency Web Traffic: Engagement Report

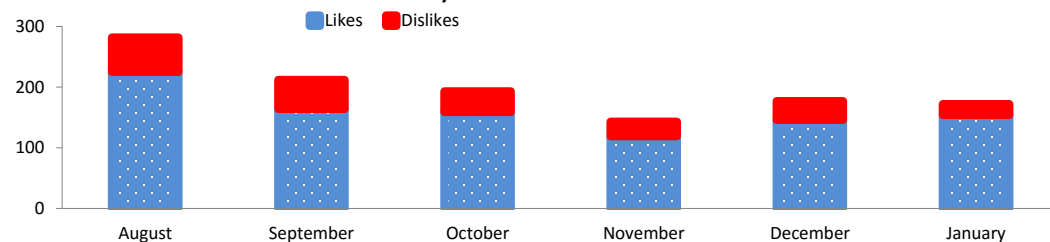
| Top 10 Contact Us Pages | by pageviews | January 2016 | Top 10 Pages for Email Contact | by email clicks | January 2016 |
|---|--------------|--------------|--|---------------------|--------------|
| Contact EPA EPA Home US EPA | | 18,580 | State Tier II Reporting Requirements and Procedures Emergenc | | 774 |
| Contact Us about EPA's Organization and History Abc | | 5,969 | State Asbestos Contacts Asbestos US EPA | | 324 |
| State Asbestos Contacts Asbestos US EPA | | 3,257 | Superfund Site Profile Superfund Site Information US EPA | | 322 |
| Enforcement: Contact Us Enforcement US EPA | | 2,330 | Science Inventory US EPA | | 204 |
| Contact Us Lead US EPA | | 2,163 | Groundwater and Drinking Water Organization and Contacts R | | 191 |
| Contact EPA Region 5 About EPA US EPA | | 1,667 | Vehicle, Engine, and Equipment Recalls Cars and Light Trucks I | | 123 |
| EPA Regional Contacts Lead US EPA | | 1,247 | Generic Chemical ACToR US EPA | | 122 |
| Pesticide Contacts and Organizational Information U' | | 1,092 | EPA Hotlines EPA Home US EPA | | 120 |
| Media Contacts Newsroom US EPA | | 1,070 | Pesticide Establishment Registration and Reporting Contacts C | | 117 |
| Contact Us about Mold Mold US EPA | | 1,042 | Region 4 (Southeast) Indoor Air Quality Information Indoor Air | | 94 |
| Top 20 Shared URLs | | | | by number of shares | January 2016 |
| yosemite.epa.gov/opa/admpress.nsf/b1ab9f485b098972852562e7004dc686/02901afd2d9dd0e585256f9400755665!opendocument | | | | | 195 |
| developer.epa.gov/category/widgets/index.html | | | | | 45 |
| yosemite.epa.gov/opa/admpress.nsf/eeffe922a687433c85257359003f5340/63e7fb0e47b1aa3685257f320050a7e3!opendocument | | | | | 23 |
| yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceecac8525735900400c27/63e7fb0e47b1aa3685257f320050a7e3!opendocument | | | | | 23 |
| yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceecac8525735900400c27/e418f2bd321cad9f85257f390052f5be!opendocument | | | | | 19 |
| cumulis.epa.gov/supercpad/cursites/csitinfo.cfm | | | | | 17 |
| www3.epa.gov/climatechange/basics/facts.html | | | | | 15 |
| epa.gov/aboutepa/love-canal-tragedy | | | | | 13 |
| www3.epa.gov/carbon-footprint-calculator/index.html | | | | | 13 |
| epa.gov/radon | | | | | 13 |
| epa.gov/ejscreen | | | | | 12 |
| epa.gov/bedbugs/do-it-yourself-bed-bug-control | | | | | 12 |
| epa.gov/smartgrowth/local-foods-local-places | | | | | 10 |
| epa.gov/lead/learn-about-lead | | | | | 9 |
| epa.gov/aboutepa/susan-hedman-administrator-epas-region-5-office-chicago | | | | | 9 |
| epa.gov/education/presidents-environmental-youth-award | | | | | 9 |
| epa.gov/flint/advice-flint-residents | | | | | 9 |
| yosemite.epa.gov/opa/admpress.nsf/0/e418f2bd321cad9f85257f390052f5be | | | | | 9 |
| cumulis.epa.gov/supercpad/siteprofiles/index.html | | | | | 8 |
| www3.epa.gov/climatechange/science/causes.html | | | | | 8 |
| Top 10 External Links | | | | by link clicks | January 2016 |
| epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22 | | | | | 6,583 |
| regulations.gov/? | | | | | 8,277 |
| search.earth911.com/? | | | | | 3,951 |
| https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22 | | | | | 4,097 |
| sosradon.org/test-kits? | | | | | 2,168 |
| http://search.earth911.com/ | | | | | 2,110 |
| citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/? | | | | | 1,870 |
| epa.usajobs.gov/search/advancedsearch? | | | | | 1,865 |
| http://www.regulations.gov/ | | | | | 1,885 |
| usajobs.gov/studentsandgrads? | | | | | 1,553 |

YouTube Channel

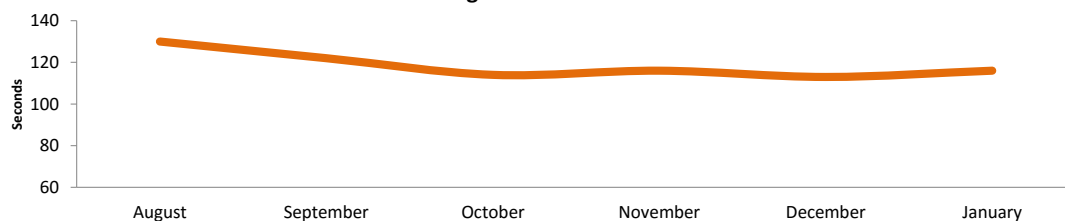
Monthly Statistics

January 2016

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

January 2016

