

Engaged Segments

Return Sessions	April 2016	change from prior month		
Return Sessions	3,643,738	-83,975	▼	-2.3%
Pages per Session	3.23	0.01	▲	0.2%
compare to All Sessions	7,903,325	55,733	▲	0.7%
Pages per Session	2.86	0.00	▼	0.0%

User Actions on EPA site

Contact	April 2016	change from prior month		
Clicked to Email EPA	7,074	-1,307	▼	-15.6%
Viewed Contact Us Page	98,423	-9,784	▼	-9.0%
Social Media	April 2016	change from prior month		
Shared EPA content	1,249	-101	▼	-7.5%
Total links shared	824	-190	▼	-18.7%
Exited to EPA social site	11,081	769	▲	7.5%
Other Actions	April 2016	change from prior month		
Accessed External Link	494,913	79,479	▲	19.1%
Shares by Social Network	April 2016	change from prior month		
Facebook	588	-66	▼	-10.1%
Google+	426	11	▲	2.7%
Twitter	154	-19	▼	-11.0%
Pinterest	81	-27	▼	-25.0%

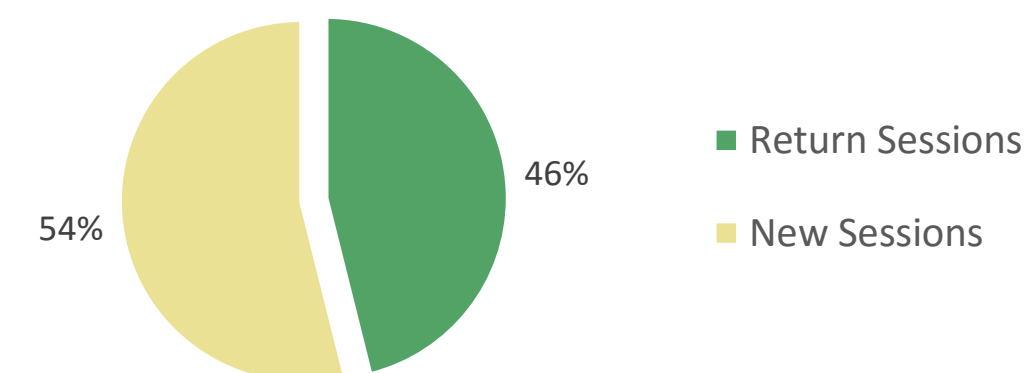
Facebook

EPA page on Facebook	April 2016	change from prior month		
Monthly Views	1,804,816	268,417	▲	17.5%
Monthly Viewers	525,304	77,095	▲	17.2%
Monthly News Feed Stories	21,936	1,228	▲	5.9%
Total Lifetime Likes	200,740	4,051	▲	2.1%

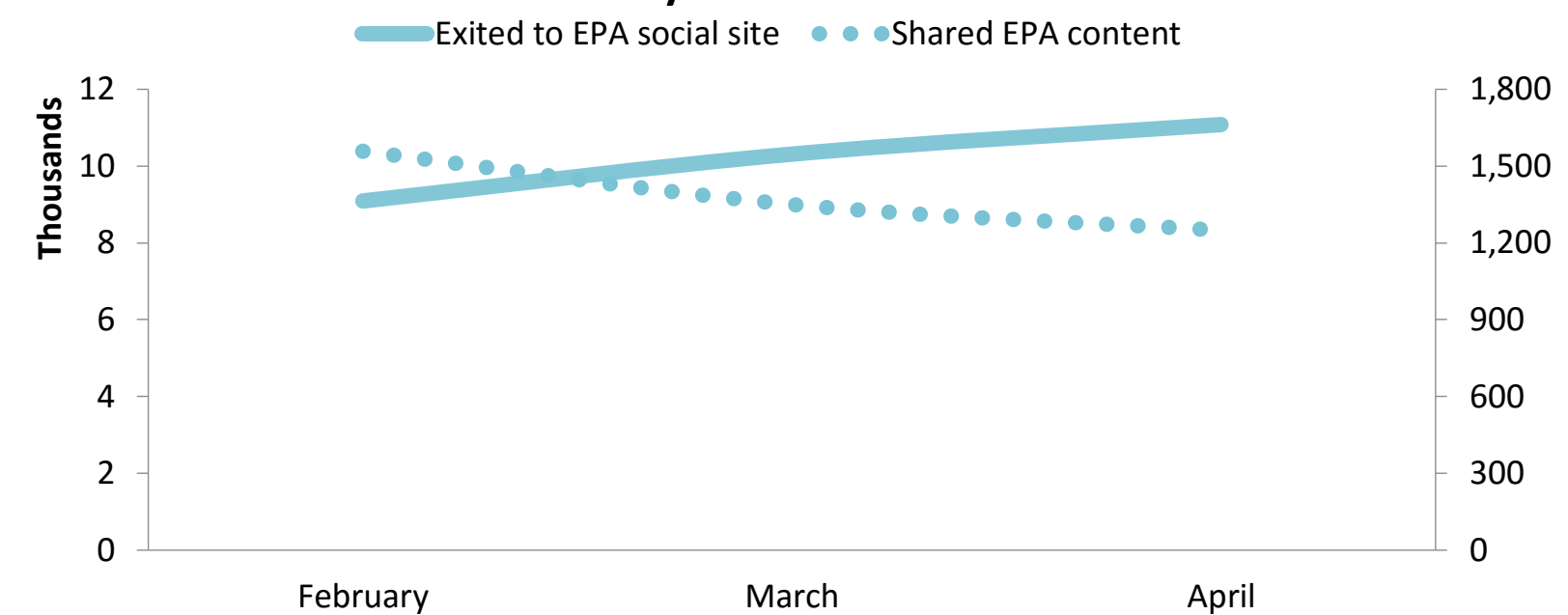
YouTube Channel

Video Views	April 2016	change from prior month		
Monthly Views	75,907	8,763	▲	13.1%
Monthly Shares	523	-43	▼	-7.6%
Monthly Comments	10	-32	▼	-76.2%
Net Subscribers Gained	143	-48	▼	-25.1%

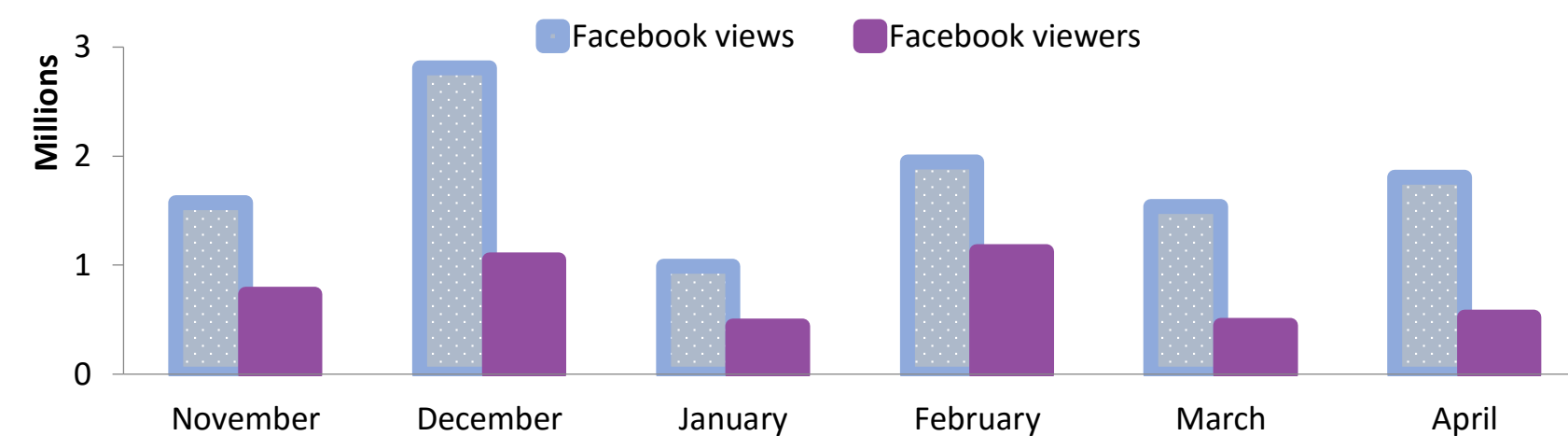
Return Sessions vs. New Sessions April 2016



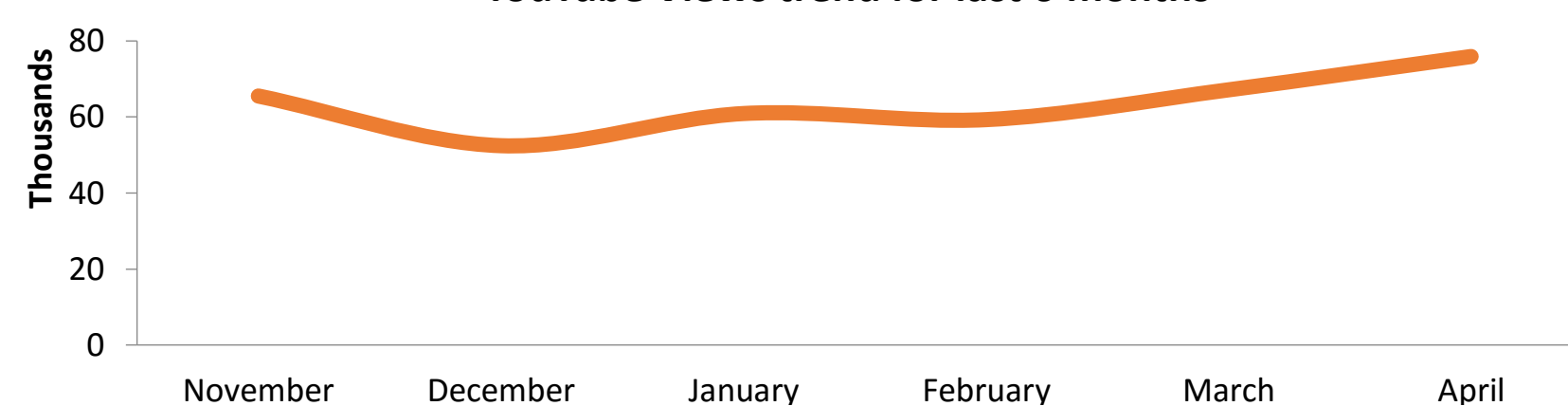
Social Activity trend for last 3 months



Facebook trends for last 6 months



YouTube Views trend for last 6 months



Agency Web Traffic: Engagement Report

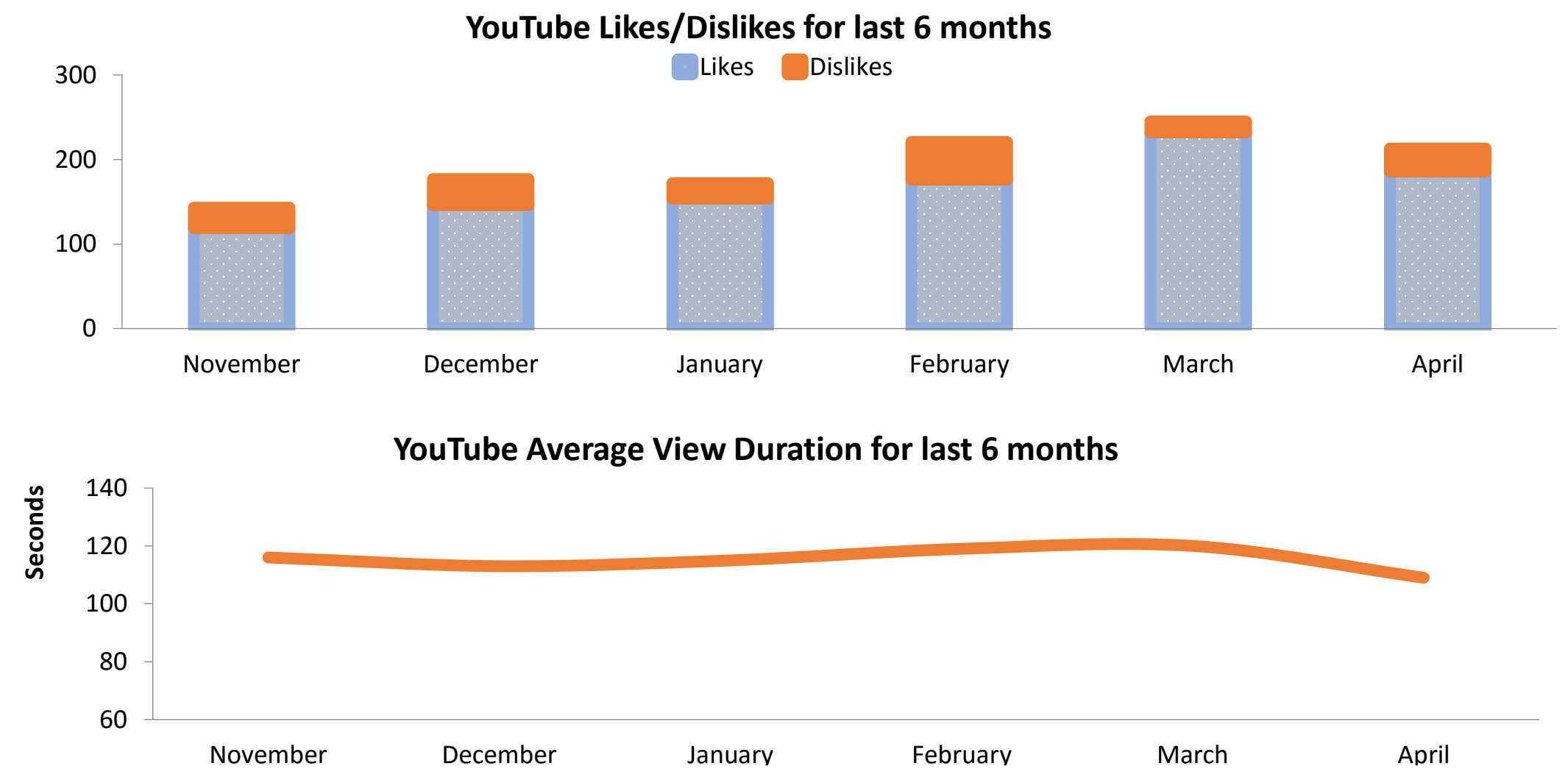
Top 10 Contact Us Pages	by pageviews	April 2016	Top 10 Pages for Email Contact	by email clicks	April 2016
Contact EPA EPA Home US EPA		19,339	State Asbestos Contacts Asbestos US EPA		389
Contact Us about EPA's Organization and History Abo		6,582	About the Office of Water About EPA US EPA		154
Contact Us About ENERGY STAR ENERGY STAR		4,247	U.S. TITANIUM Superfund Site Profile Superfund Site Informat		130
State Asbestos Contacts Asbestos US EPA		3,782	Generic Chemical ACToR US EPA		113
Contact Us about Lead Lead US EPA		2,682	Media Contacts Newsroom US EPA		112
Enforcement: Contact Us Enforcement US EPA		2,656	State Tier II Reporting Requirements and Procedures Emergency		107
EPA Regional Contacts Lead US EPA		1,610	EPA Hotlines EPA Home US EPA		102
Media Contacts Newsroom US EPA		1,343	EPA Regional Contacts Lead US EPA		91
Contact EPA Region 5 About EPA US EPA		1,337	Retrieving, Ordering and Printing NSCEP Publications National S		89
Contact EPA Region 2 About EPA US EPA		1,118	Earth Day Events Earth Day US EPA		82

Top 20 Shared URLs	by number of shares	April 2016
epa.gov/earthday		88
www3.epa.gov/carbon-footprint-calculator/index.html		39
epa.gov/your-drinking-water/table-regulated-drinking-water-contaminants		19
epa.gov/bedbugs/do-it-yourself-bed-bug-control		19
epa.gov/insect-repellents/find-insect-repellent-right-you		15
www3.epa.gov/climatechange/basics/index.html		11
epa.gov/sunsafety/uv-index-scale-1		11
search.epa.gov/epasearch/epasearch		11
epa.gov/water-research/small-systems-monthly-webinar-series		10
espanol.epa.gov/espanol/10-consejos-utiles-para-eliminar-las-chinches-de-cama		10
www3.epa.gov/climatechange/ghgemissions/gases/co2.html		9
epa.gov/saferchoice/learn-about-safer-choice-label		9
epa.gov/formaldehyde/questions-and-answers-regarding-laminate-flooring		8
epa.gov/your-drinking-water/basic-information-about-lead-drinking-water		8
epa.gov/lead/protect-your-family-exposures-lead		7
epa.gov/cfl		7
www3.epa.gov/climatechange/science/causes.html		7
epa.gov/chemical-research/virtual-tissue-models-predicting-how-chemicals-impact-development		7
www3.epa.gov/acidrain/measure/ph.html		7
epa.gov/saferchoice		7

Top 10 External Links	by link clicks	April 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22		10,361
https://www.energystar.gov/products?s=mega		5,762
http://search.earth911.com/		4,205
http://www.eagles.org/dceaglecam/		3,509
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/		3,169
https://epa.usajobs.gov/search/advancedsearch		2,663
http://sosradon.org/test-kits		2,537
http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/		2,395
http://www.gpo.gov/fdsys/browse/collectionuscode.action?collectioncode=uscode		2,268
http://www.ecfr.gov/		2,079

YouTube Channel

Monthly StatisticsApril 2016



DemographicsApril 2016

