

Engaged Segments

Return Sessions	February 2016	change from prior month		
Return Sessions	3,570,011	803,728	▲	29.1%
Pages per Session	3.24	0.00	▲	0.1%
compare to All Sessions	7,872,051	1,195,863	▲	17.9%
Pages per Session	2.80	0.00	▲	0.1%

User Actions on EPA site

Contact	February 2016	change from prior month		
Clicked to Email EPA	11,454	4,636	▲	68.0%
Viewed Contact Us Page	103,391	12,367	▲	13.6%
Social Media	February 2016	change from prior month		
Shared EPA content	1,659	1,008	▲	154.8%
Total links shared	1,032	47	▲	4.8%
Exited to EPA social site	10,055	6,188	▲	160.0%
Other Actions	February 2016	change from prior month		
Accessed External Link	483,117	89,296	▲	22.7%
Shares by Social Network	February 2016	change from prior month		
Facebook	684	-70	▼	-9.3%
Google+	469	-25	▼	-5.1%
Twitter	221	-28	▼	-11.2%
Pinterest	183	21	▲	13.0%

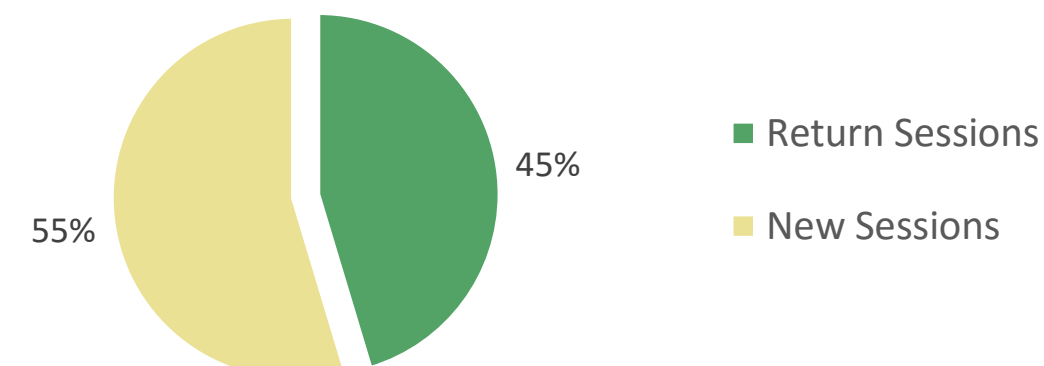
Facebook

EPA page on Facebook	February 2016	change from prior month		
Monthly Views	1,939,180	606,870	▲	45.6%
Monthly Viewers	847,035	406,660	▲	92.3%
Monthly News Feed Stories	14,217	-2,428	▼	-14.6%
Total Lifetime Likes	192,571	4,151	▲	2.1%

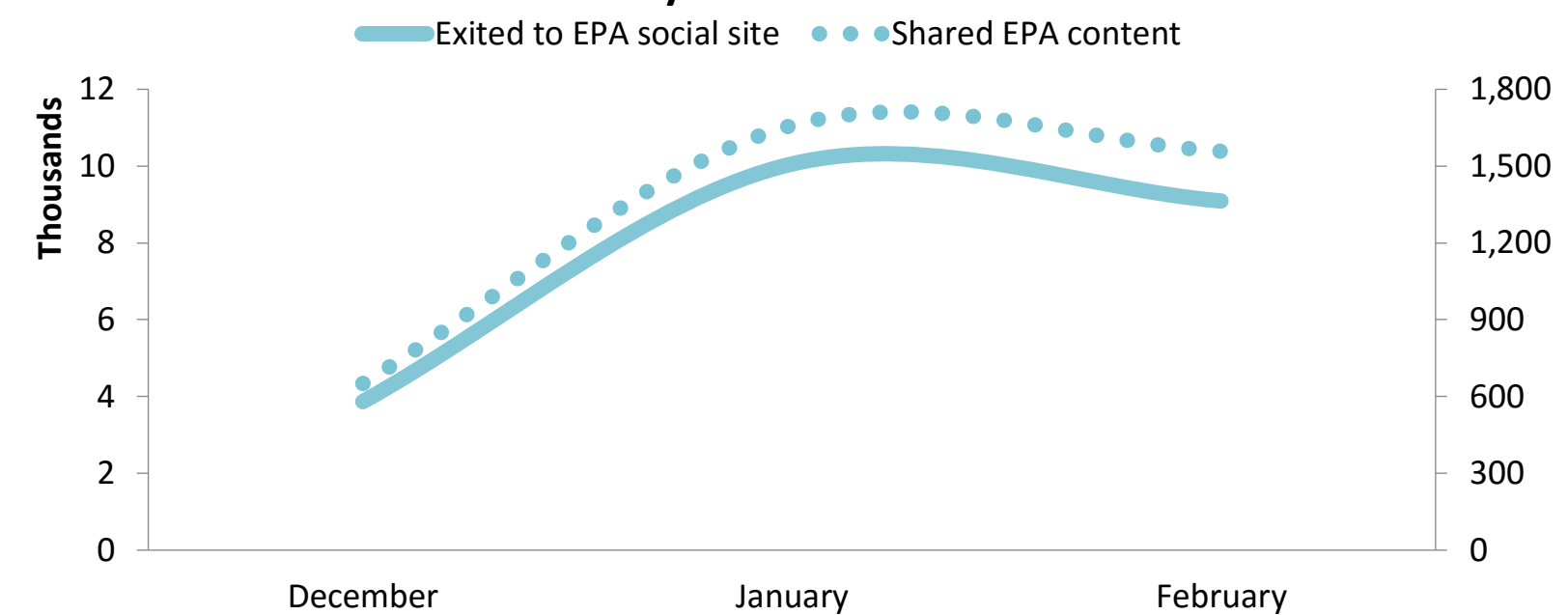
YouTube Channel

Video Views	February 2016	change from prior month		
Monthly Views	60,905	1,607	▲	2.7%
Monthly Shares	331	-206	▼	-38.4%
Monthly Comments	27	-5	▼	-15.6%
Net Subscribers Gained	159	-25	▼	-13.6%

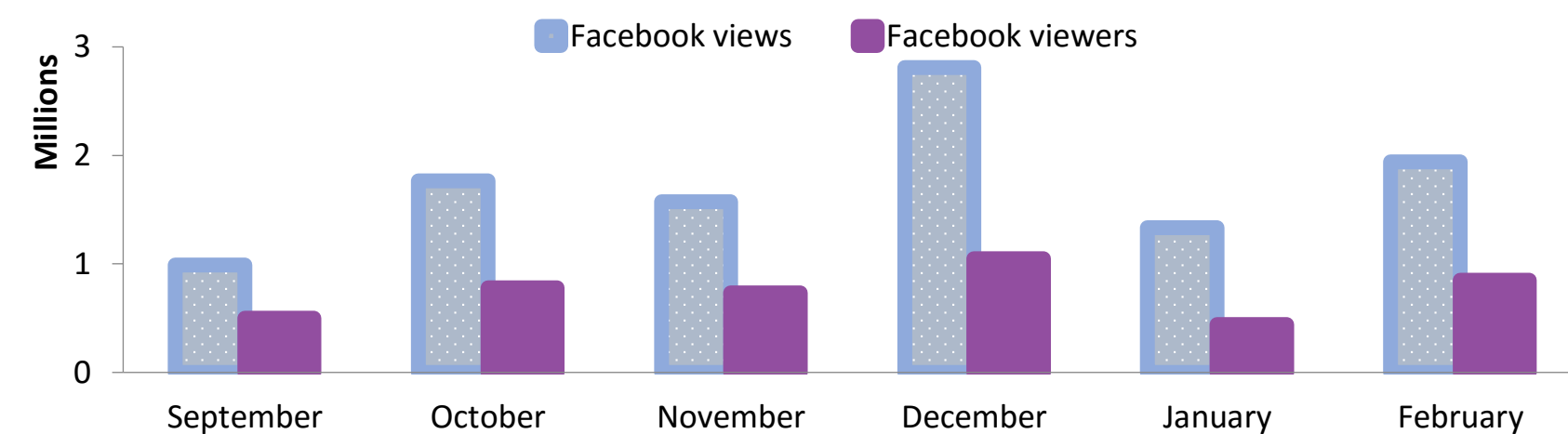
Return Sessions vs. New Sessions February 2016



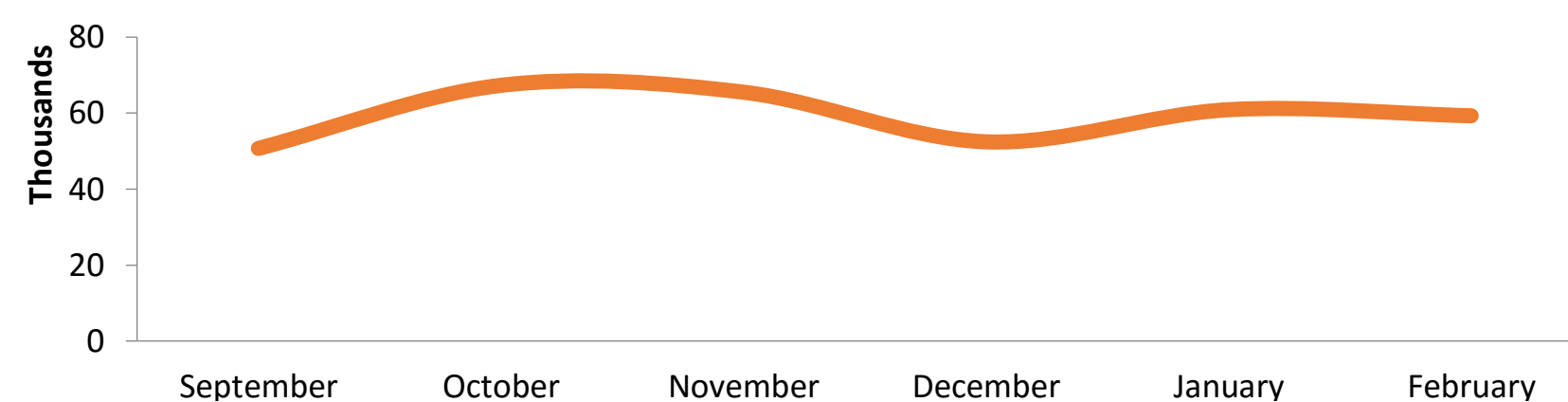
Social Activity trend for last 3 months



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	February 2016	Top 10 Pages for Email Contact	by email clicks	February 2016
Contact EPA EPA Home US EPA		20,529	State Tier II Reporting Requirements and Procedures Emergency		3,516
Contact Us about EPA's Organization and History About EPA		6,356	Superfund Site Profile Superfund Site Information US EPA		434
Contact Us About ENERGY STAR ENERGY STAR		3,917	State Asbestos Contacts Asbestos US EPA		390
State Asbestos Contacts Asbestos US EPA		3,533	Pesticide Establishment Registration and Reporting Contacts Contact Us		290
Contact Us Lead US EPA		3,199	Science Inventory US EPA		263
Enforcement: Contact Us Enforcement US EPA		2,629	About the Office of Water About EPA US EPA		213
Pesticide Establishment Registration and Reporting Contacts Contact Us		2,021	Tier2 Submit Software Emergency Planning and Community Right-to-Know Act		145
EPA Regional Contacts Lead US EPA		1,611	Generic Chemical ACToR US EPA		143
Contact EPA Region 5 About EPA US EPA		1,510	Retrieving, Ordering and Printing NSCEP Publications National Science and Technology Center for Environmental and Estuarine Science		126
Contact Us about the Emergency Planning and Community Right-to-Know Act		1,423	Vehicle, Engine, and Equipment Recalls Cars and Light Trucks US EPA		125

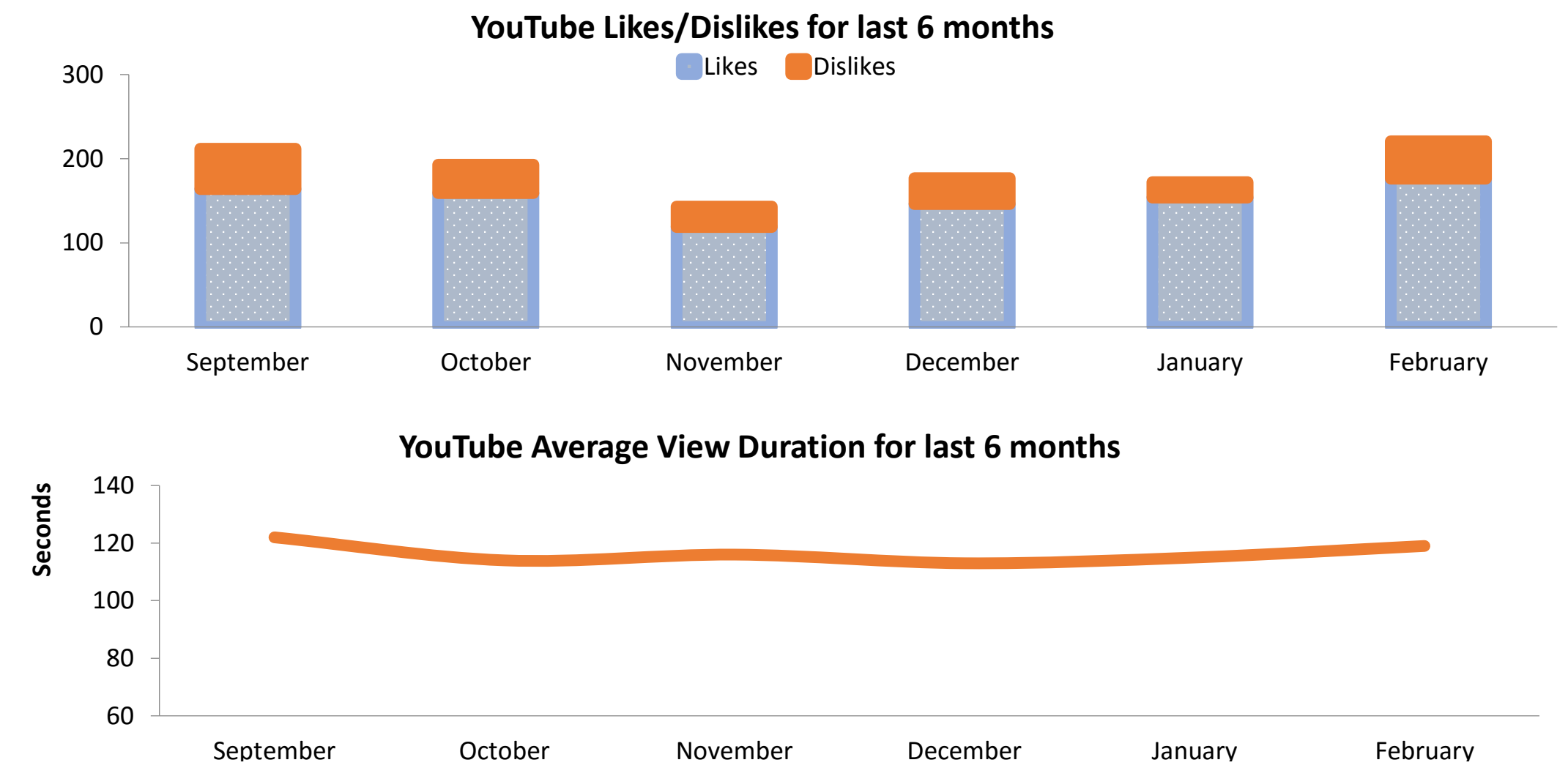
Top 20 Shared URLs	by number of shares	February 2016
yosemite.epa.gov/opa/admpress.nsf/b1ab9f485b098972852562e7004dc686/02901afd2d9dd0e585256f9400755665!opendocument		78
www3.epa.gov/carbon-footprint-calculator/index.html		27
epa.gov/insect-repellents/find-insect-repellent-right-you		24
epa.gov/formaldehyde/questions-and-answers-regarding-laminate-flooring-0		17
epa.gov/residential-wood-heaters/understanding-residential-wood-heater-rules		14
epa.gov/lead/protect-your-family-exposures-lead		12
www3.epa.gov/climatechange/ghgemissions/gases/co2.html		11
www3.epa.gov/climatechange/science/causes.html		10
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm		10
epa.gov/smartgrowth/local-foods-local-places		10
epa.gov/your-drinking-water/table-regulated-drinking-water-contaminants		10
epa.gov/sourcewaterprotection/dwmaps		10
epa.gov/bedbugs/do-it-yourself-bed-bug-control		10
epa.gov/chemical-research/federal-research-recycled-tire-crumbs-used-playing-fields		9
epa.gov/aboutepa/administrator-gina-mccarthy		8
www3.epa.gov/region9/superfund/navajo-nation/index.html		8
epa.gov/learn-issues		8
nlquery.epa.gov/epasearch/epasearch		8
epa.gov/science-and-technology		8
yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/97fede7d89c1c1d185257f640070d121!opendocument		7

Top 10 External Links	by link clicks	February 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22		4,834
http://search.earth911.com/		4,841
http://www.energystar.gov/products?s=mega		2,858
http://sosradon.org/test-kits		2,740
http://www.cdc.gov/zika/index.html		2,653
https://epa.usajobs.gov/search/advancedsearch		2,472
https://www.usajobs.gov/studentsandgrads		2,283
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/		2,000
http://hazecam.x10host.com/slc/		2,094
http://www.ecfr.gov/		0

YouTube Channel

Monthly Statistics

February 2016



Demographics

February 2016

