

Engaged Segments

Return Sessions	March 2016	change from prior month		
Return Sessions	3,727,713	157,702	▲	4.4%
Pages per Session	3.23	-0.01	▼	-0.3%
compare to All Sessions	7,847,592	-24,459	▼	-0.3%
Pages per Session	2.86	0.06	▲	2.1%

User Actions on EPA site

Contact	March 2016	change from prior month		
Clicked to Email EPA	8,381	-1,892	▼	-18.4%
Viewed Contact Us Page	108,207	4,816	▲	4.7%
Social Media	March 2016	change from prior month		
Shared EPA content	1,350	-208	▼	-13.4%
Total links shared	1,014	-18	▼	-1.7%
Exited to EPA social site	10,312	1,220	▲	13.4%
Other Actions	March 2016	change from prior month		
Accessed External Link	415,434	-51,976	▼	-11.1%
Shares by Social Network	March 2016	change from prior month		
Facebook	654	-30	▼	-4.4%
Google+	415	-54	▼	-11.5%
Twitter	173	-48	▼	-21.7%
Pinterest	108	-75	▼	-41.0%

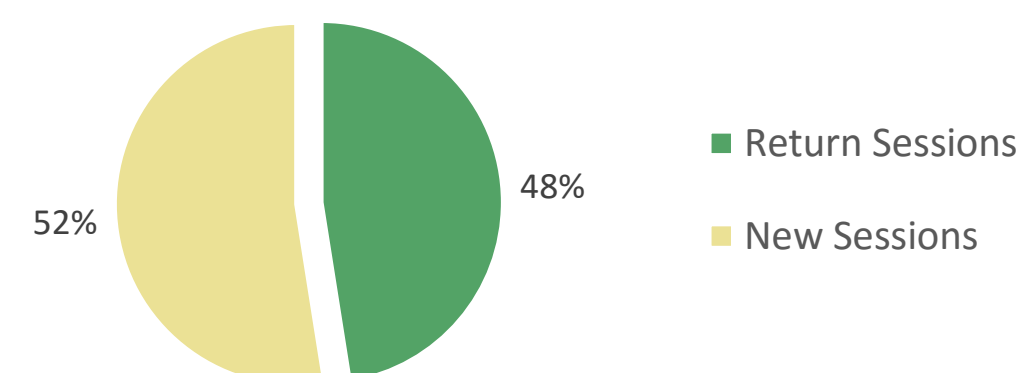
Facebook

EPA page on Facebook	March 2016	change from prior month		
Monthly Views	1,536,399	-402,781	▼	-20.8%
Monthly Viewers	448,209	-398,826	▼	-47.1%
Monthly News Feed Stories	20,708	6,491	▲	45.7%
Total Lifetime Likes	196,689	4,118	▲	2.1%

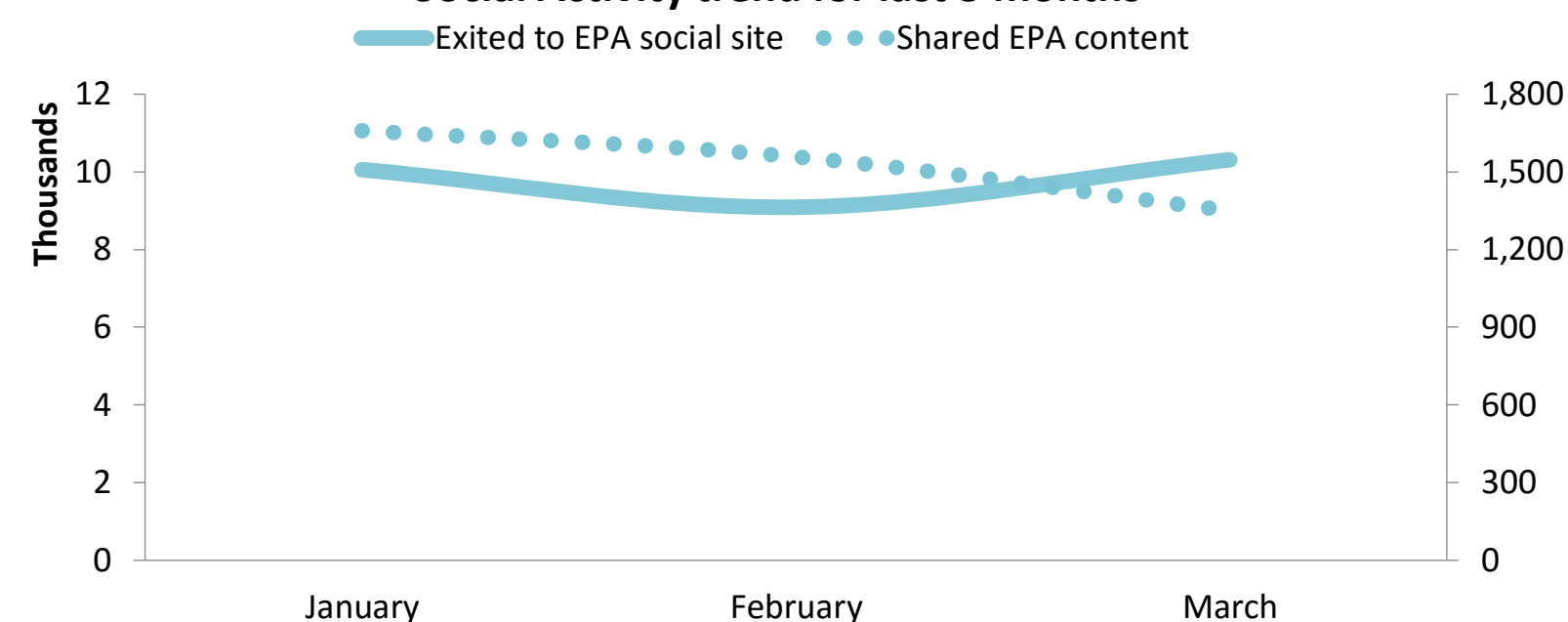
YouTube Channel

Video Views	March 2016	change from prior month		
Monthly Views	67,144	7,846	▲	13.2%
Monthly Shares	566	29	▲	5.4%
Monthly Comments	42	10	▲	31.3%
Net Subscribers Gained	191	7	▲	3.8%

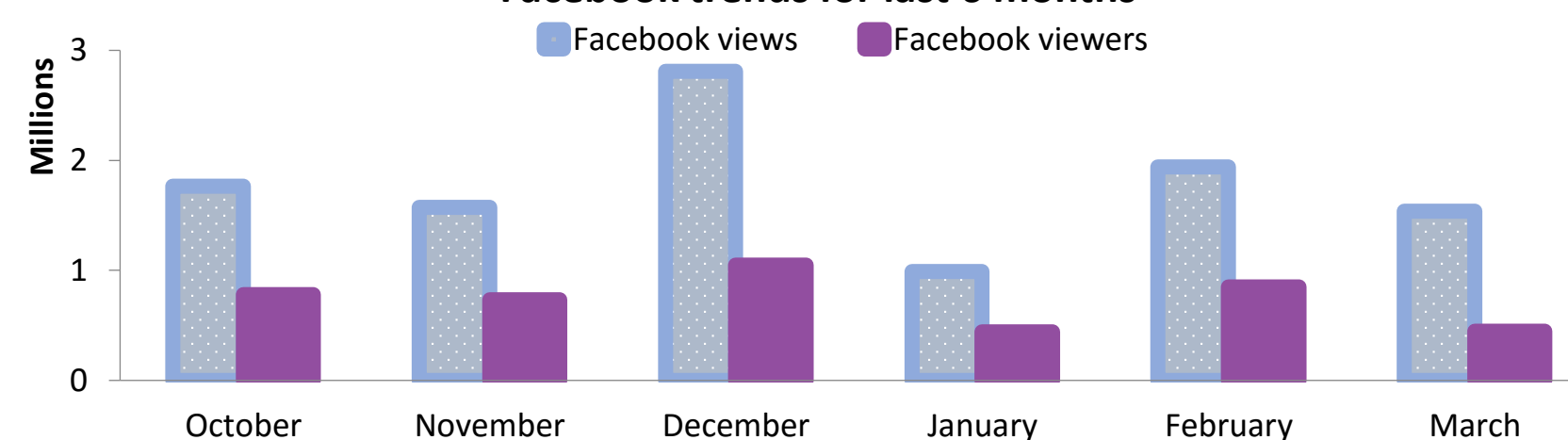
Return Sessions vs. New Sessions March 2016



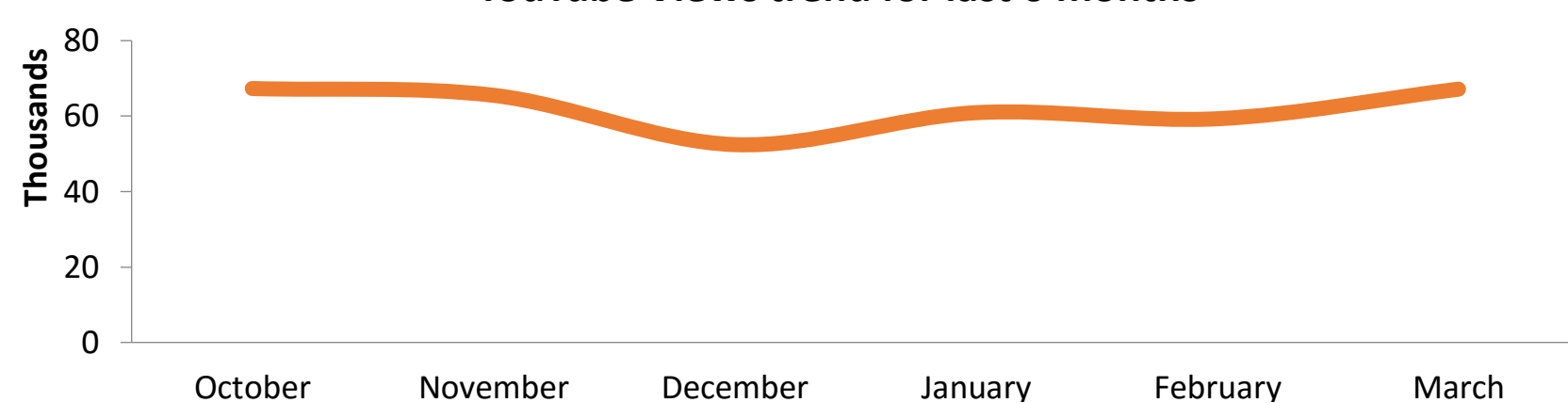
Social Activity trend for last 3 months



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	March 2016	Top 10 Pages for Email Contact	by email clicks	March 2016
Contact EPA EPA Home US EPA		21,986	State Tier II Reporting Requirements and Procedures Emergency		648
Contact Us about EPA's Organization and History Abo		6,709	State Asbestos Contacts Asbestos US EPA		386
Contact Us About ENERGY STAR ENERGY STAR		4,394	About the Office of Water About EPA US EPA		188
State Asbestos Contacts Asbestos US EPA		3,815	Science Inventory US EPA		130
Enforcement: Contact Us Enforcement US EPA		2,870	Generic Chemical ACToR US EPA		127
Contact Us Lead US EPA		2,208	EPA Hotlines EPA Home US EPA		125
Contact Us Acid Rain US EPA		1,882	Retrieving, Ordering and Printing NSCEP Publications National S		122
EPA Regional Contacts Lead US EPA		1,859	Vehicle, Engine, and Equipment Recalls Cars and Light Trucks L		121
Contact EPA Region 5 About EPA US EPA		1,443	Superfund Site Profile Superfund Site Information US EPA		114
Contact Us Transportation and Air Quality US EPA		1,237	Pesticide Establishment Registration and Reporting Contacts Co		110

Top 20 Shared URLs	by number of shares	March 2016
www3.epa.gov/carbon-footprint-calculator/index.html		24
epa.gov/bedbugs/do-it-yourself-bed-bug-control		20
www3.epa.gov/watersense/our_water/fix_a_leak.html		20
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm		18
yosemite.epa.gov/opa/admpress.nsf/b1ab9f485b098972852562e7004dc686/02901afd2d9dd0e585256f9400755665!opendocument		17
www3.epa.gov/climatechange/ghgemissions/gases/ch4.html		14
epa.gov/your-drinking-water/basic-information-about-lead-drinking-water		14
epa.gov/insect-repellents/find-insect-repellent-right-you		12
www3.epa.gov/climatechange/ghgemissions/gases.html		10
www3.epa.gov/climatechange/ghgemissions/global.html		9
epa.gov/asbestos/protect-your-family-asbestos-contaminated-vermiculite-insulation		9
epa.gov/education/environmental-education-ee-grants		9
www3.epa.gov/climatechange/wycd/home.html		9
epa.gov/indoor-air-quality-iaq/should-you-have-air-ducts-your-home-cleaned		8
epa.gov/safepestcontrol/reduce-your-childs-chances-pesticide-poisoning		7
www3.epa.gov/climatechange/wycd/index.html		7
www3.epa.gov/climatechange/ghgemissions/gases/co2.html		7
www3.epa.gov/climatechange/basics/index.html		7
epa.gov/formaldehyde/questions-and-answers-regarding-laminate-flooring		7
epa.gov/insect-repellents/using-repellent-products-protect-against-mosquito-borne-illnesses		7

Top 10 External Links	by link clicks	March 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22		11,552
https://www.energystar.gov/products?s=mega		5,415
http://search.earth911.com/		4,465
http://www.eagles.org/dceaglecam/		3,759
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/		2,676
http://sosradon.org/test-kits		2,700
https://epa.usajobs.gov/search/advancedsearch		2,707
http://www.ecfr.gov/		2,707
https://www.usajobs.gov/studentsandgrads		2,323
http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/		2,268

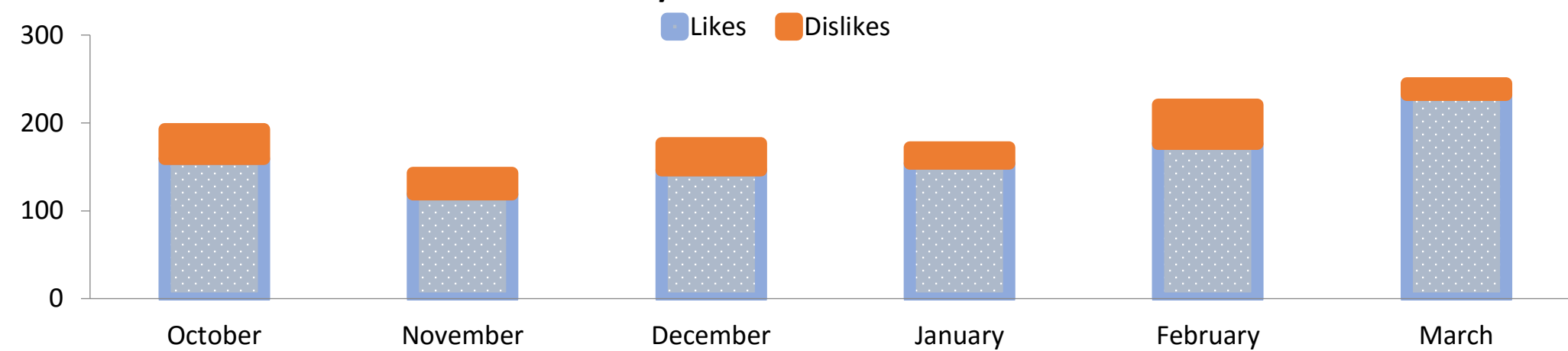
Agency Web Traffic: Engagement Report

YouTube Channel

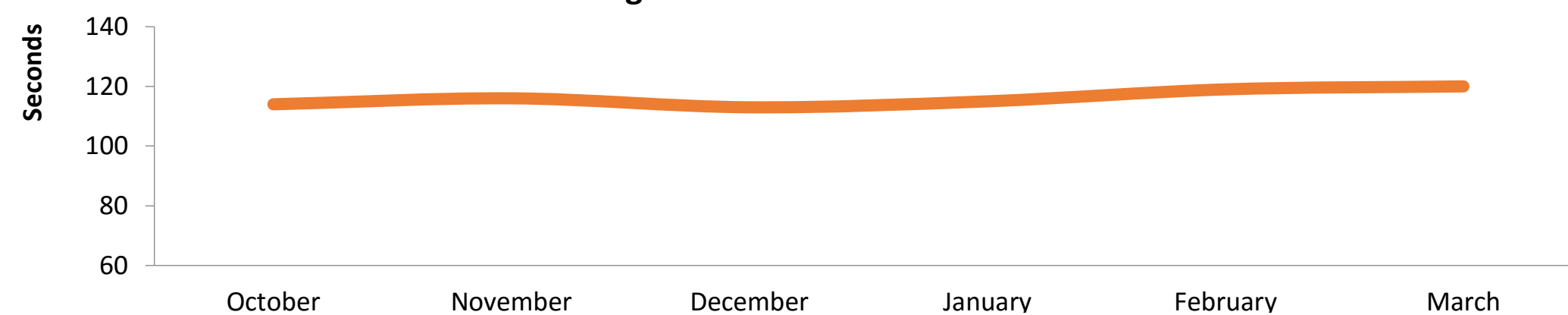
Monthly Statistics

March 2016

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

March 2016

