

Engaged Segments

Return Sessions	May 2016	change from prior month		
Return Sessions	3,407,178	-236,560	▼	-6.5%
Pages per Session	3.39	0.16	▲	4.9%
compare to All Sessions	7,494,887	-408,438	▼	-5.2%
Pages per Session	2.87	0.01	▲	0.5%

User Actions on EPA site

Contact	May 2016	change from prior month		
Clicked to Email EPA	6,488	-586	▼	-8.3%
Viewed Contact Us Page	96,129	-2,294	▼	-2.3%
Social Media	May 2016	change from prior month		
Shared EPA content	1,084	-165	▼	-13.2%
Total links shared	782	-42	▼	-5.1%
Exited to EPA social site	10,046	-1,035	▼	-9.3%
Other Actions	May 2016	change from prior month		
Accessed External Link	429,925	-64,988	▼	-13.1%
Shares by Social Network	May 2016	change from prior month		
Facebook	525	-63	▼	-10.7%
Google+	368	-58	▼	-13.6%
Twitter	141	-13	▼	-8.4%
Pinterest	50	-31	▼	-38.3%

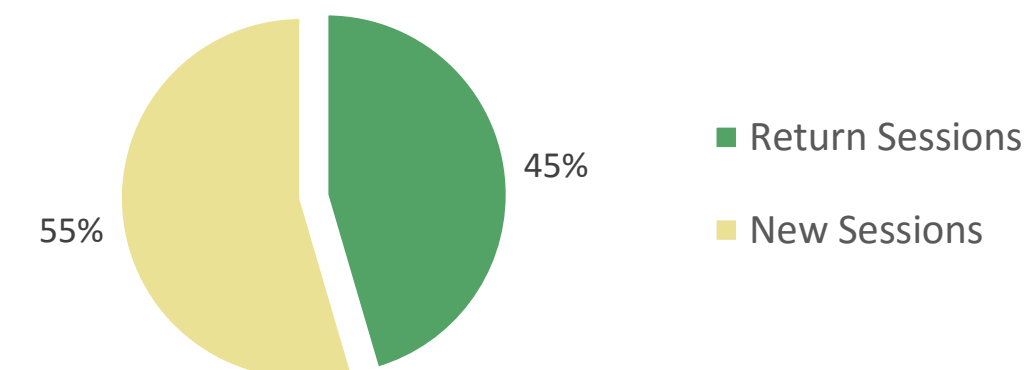
Facebook

EPA page on Facebook	May 2016	change from prior month		
Monthly Views	885,267	-919,549	▼	-50.9%
Monthly Viewers	192,931	-332,373	▼	-63.3%
Monthly News Feed Stories	10,333	-11,603	▼	-52.9%
Total Lifetime Likes	202,930	2,190	▲	1.1%

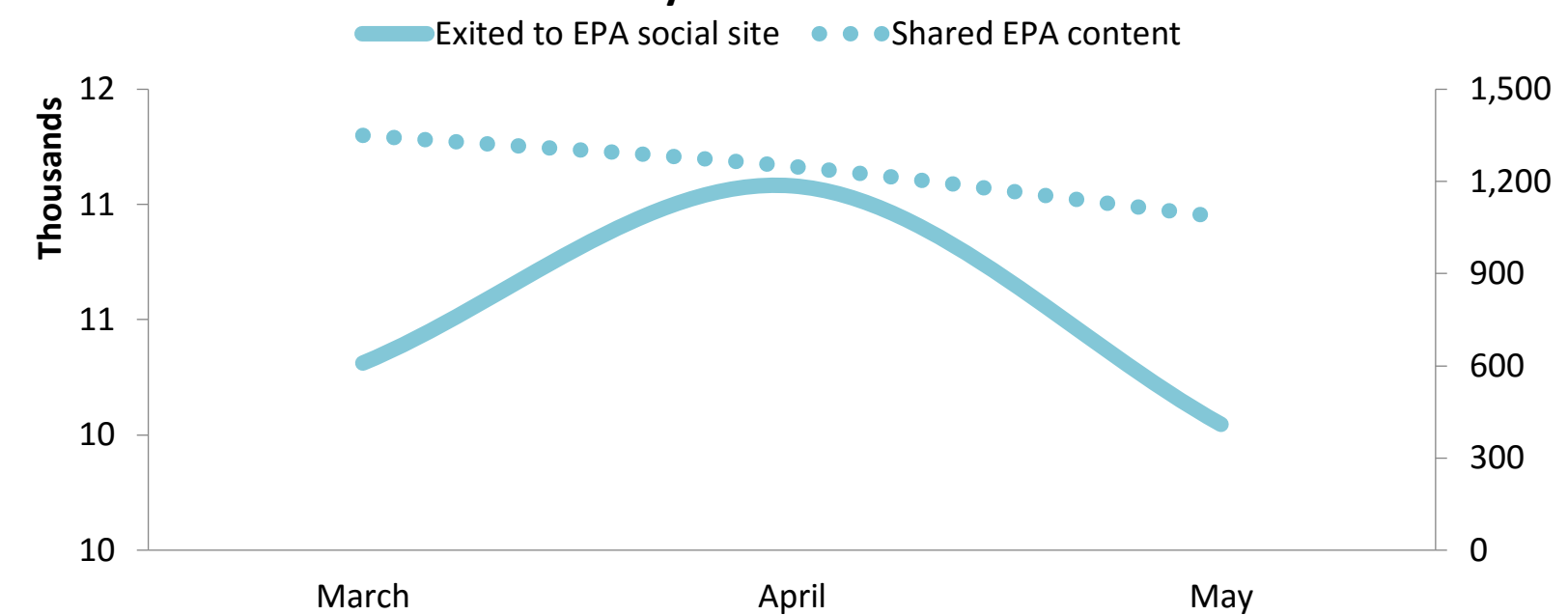
YouTube Channel

Video Views	May 2016	change from prior month		
Monthly Views	59,597	-15,617	▼	-20.8%
Monthly Shares	378	-145	▼	-27.7%
Monthly Comments	13	3	▲	30.0%
Net Subscribers Gained	134	-9	▼	-6.3%

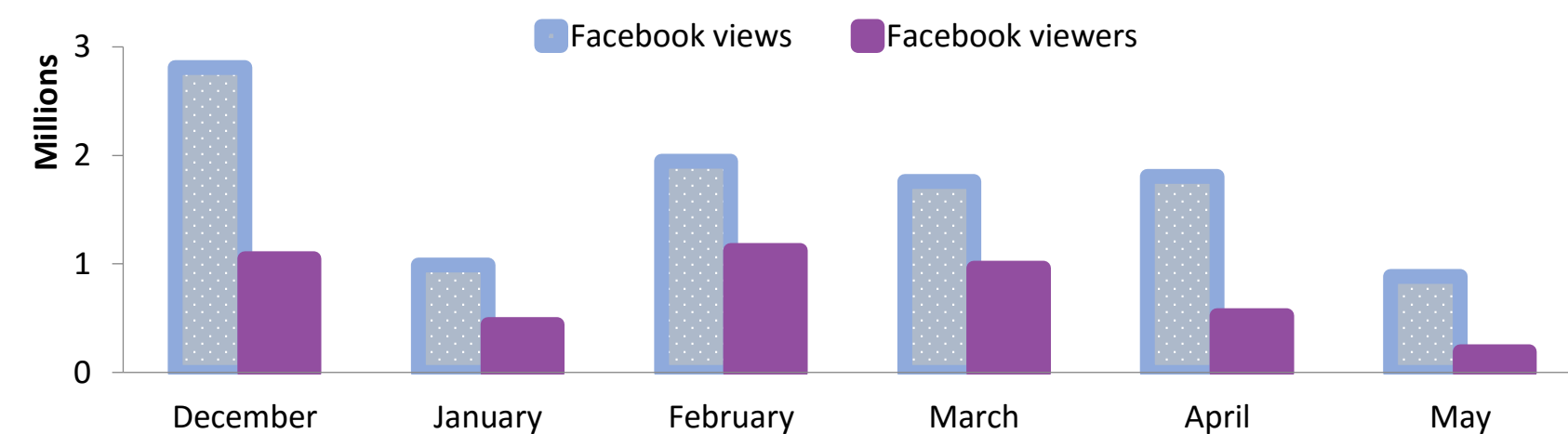
Return Sessions vs. New Sessions May 2016



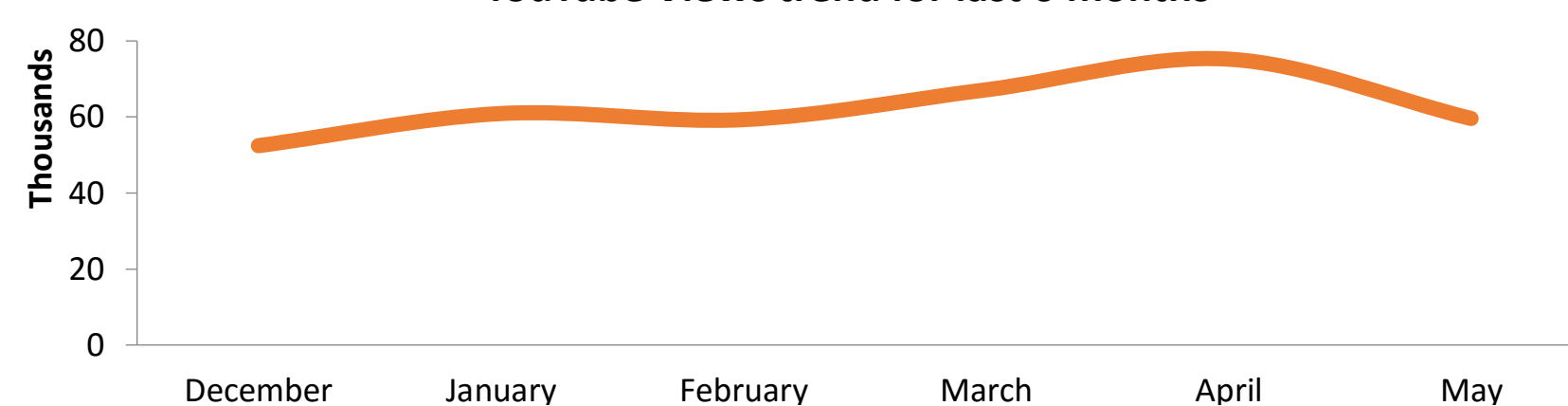
Social Activity trend for last 3 months



Facebook trends for last 6 months



YouTube Views trend for last 6 months



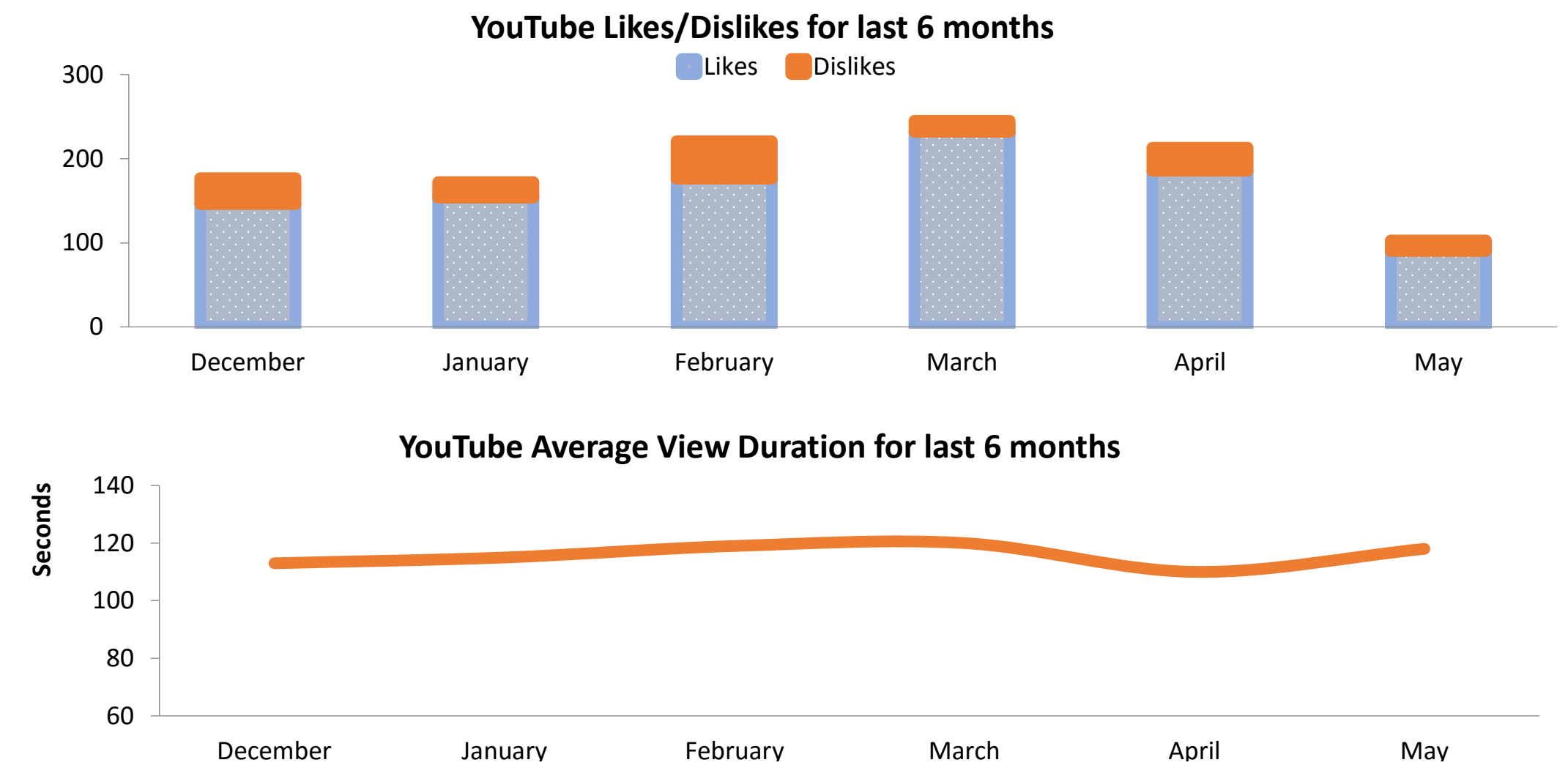
Agency Web Traffic: Engagement Report

Top 10 Contact Us Pages	by pageviews	May 2016	Top 10 Pages for Email Contact	by email clicks	May 2016
Contact EPA EPA Home US EPA		18,337	State Asbestos Contacts Asbestos US EPA		412
Contact Us about EPA's Organization and History Abo		6,005	201150		218
State Asbestos Contacts Asbestos US EPA		4,114	Media Contacts Newsroom US EPA		127
Contact Us about Lead Lead US EPA		2,537	Generic Chemical ACToR US EPA		103
Contact Us About ENERGY STAR ENERGY STAR		2,509	EPA Hotlines EPA Home US EPA		100
Enforcement: Contact Us Enforcement US EPA		2,462	Retrieving, Ordering and Printing NSCEP Publications National S		96
EPA Regional Contacts Lead US EPA		1,478	EPA Regional Contacts Lead US EPA		94
Contact Us About Bed Bugs Bed Bugs: Get Them Out and Keep Them		1,357	Contacts in the Office of Pesticide Programs, Antimicrobial Division		87
Media Contacts Newsroom US EPA		1,335	Bed Bug Regional Contacts Bed Bugs: Get Them Out and Keep Them		82
Contact EPA Region 5 About EPA US EPA		1,209	Watershed Academy Web Training Certificate Watershed Academy		74
Top 20 Shared URLs				by number of shares	May 2016
www3.epa.gov/carbon-footprint-calculator/index.html					24
www3.epa.gov/climatechange/impacts/southwest.html					21
epa.gov/bedbugs/do-it-yourself-bed-bug-control					21
epa.gov/insect-repellents/find-insect-repellent-right-you					13
nepis.epa.gov/exe/zynet.exe/200151vs.txt?zyactiond=zydocument&client=epa&index=prior+to+1976&docs=&query=&time=&endtime=&searchmetho					11
www3.epa.gov/climatechange/basics/index.html					11
epa.gov/sunsafety/uv-index-scale-1					10
epa.gov/enforcement/case-summary-avx-agrees-pay-366250000-towards-clean-new-bedford-harbor-mass					9
epa.gov/newsreleases/epa-releases-first-ever-standards-cut-methane-emissions-oil-and-gas-sector					8
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					8
www3.epa.gov/climatechange/ghgemissions/gases/co2.html					7
epa.gov/cfl/cleaning-broken-cfl					7
iaspub.epa.gov/enviro/erams_query_v2.simple_query					7
epa.gov/flint					7
www3.epa.gov/climatechange/ghgemissions/global.html					6
epa.gov/bedbugs/bed-bugs-appearance-and-life-cycle					6
epa.gov/sunsafety/uv-index-1					6
epa.gov/nutrientpollution/effects-human-health					6
epa.gov/wetlands/why-are-wetlands-important					6
epa.gov/indoor-air-quality-iaq/should-you-have-air-ducts-your-home-cleaned					6
Top 10 External Links				by link clicks	May 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					9,331
https://www.energystar.gov/products?s=mega					5,324
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					4,690
http://search.earth911.com/					4,561
http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/					3,035
https://epa.usajobs.gov/search/advancedsearch					2,409
http://sosradon.org/test-kits					2,192
http://www.cdc.gov/zika/index.html					1,887
http://www.ecfr.gov/					1,775
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					1,743

YouTube Channel

Monthly Statistics

May 2016



Demographics

May 2016

