

### Engaged Segments

Return Sessions	July 2016	change from prior month		
Return Sessions	3,098,668	-306,828	▼	-9.0%
Pages per Session	2.96	-1.51	▼	-33.8%
compare to All Sessions	6,306,388	-634,872	▼	-9.1%
Pages per Session	2.55	-0.87	▼	-25.5%

### User Actions on EPA site

Contact	July 2016	change from prior month		
Clicked to Email EPA	5,695	-1,552	▼	-21.4%
Viewed Contact Us Page	86,992	-9,542	▼	-9.9%
Social Media	July 2016	change from prior month		
Shared EPA content	1,026	-99	▼	-8.8%
Total links shared	695	-68	▼	-8.9%
Exited to EPA social site	9,523	13	▲	0.1%
Other Actions	July 2016	change from prior month		
Accessed External Link	364,735	-13,750	▼	-3.6%
Shares by Social Network	July 2016	change from prior month		
Facebook	537	-32	▼	-5.6%
Google+	299	-37	▼	-11.0%
Twitter	131	-21	▼	-13.8%
Pinterest	59	-9	▼	-13.2%

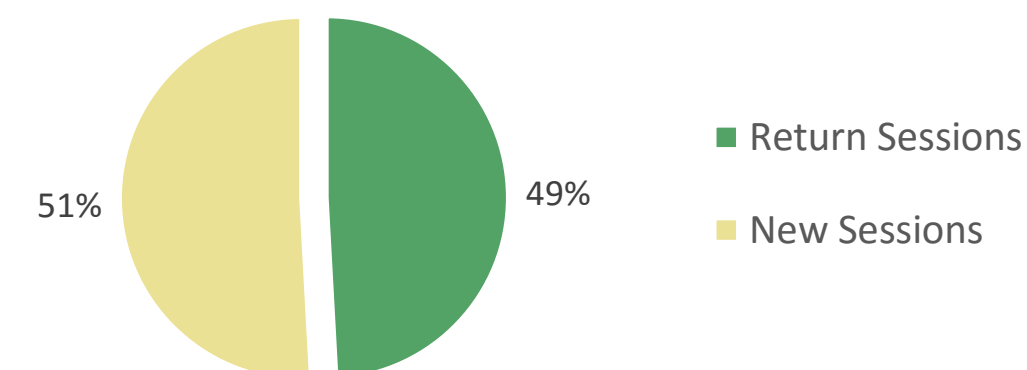
### Facebook

EPA page on Facebook	July 2016	change from prior month		
Monthly Views	630,954	138,582	▲	28.1%
Monthly Viewers	150,477	-3,226	▼	-2.1%
Monthly News Feed Stories	7,672	-776	▼	-9.2%
Total Lifetime Likes	205,732	1,103	▲	0.6%

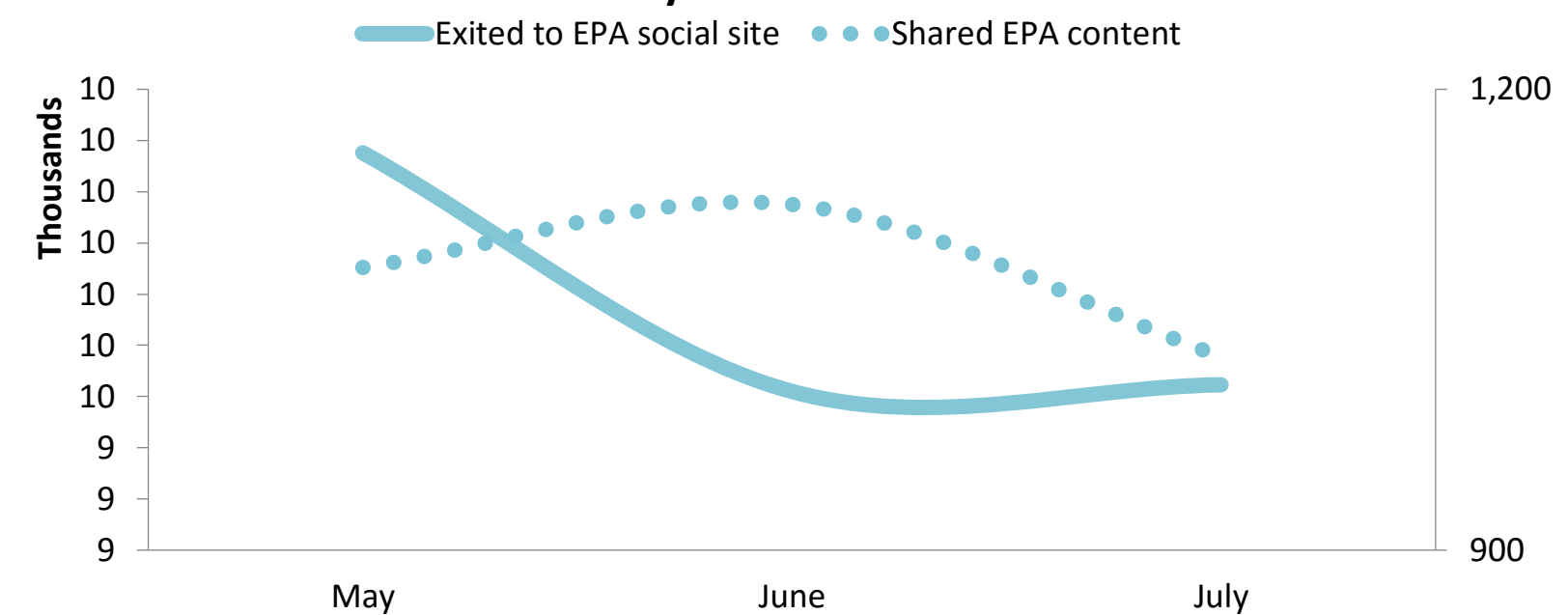
### YouTube Channel

Video Views	July 2016	change from prior month		
Monthly Views	37,730	-1,382	▼	-3.5%
Monthly Shares	345	27	▲	8.5%
Monthly Comments	18	2	▲	12.5%
Net Subscribers Gained	124	9	▲	7.8%

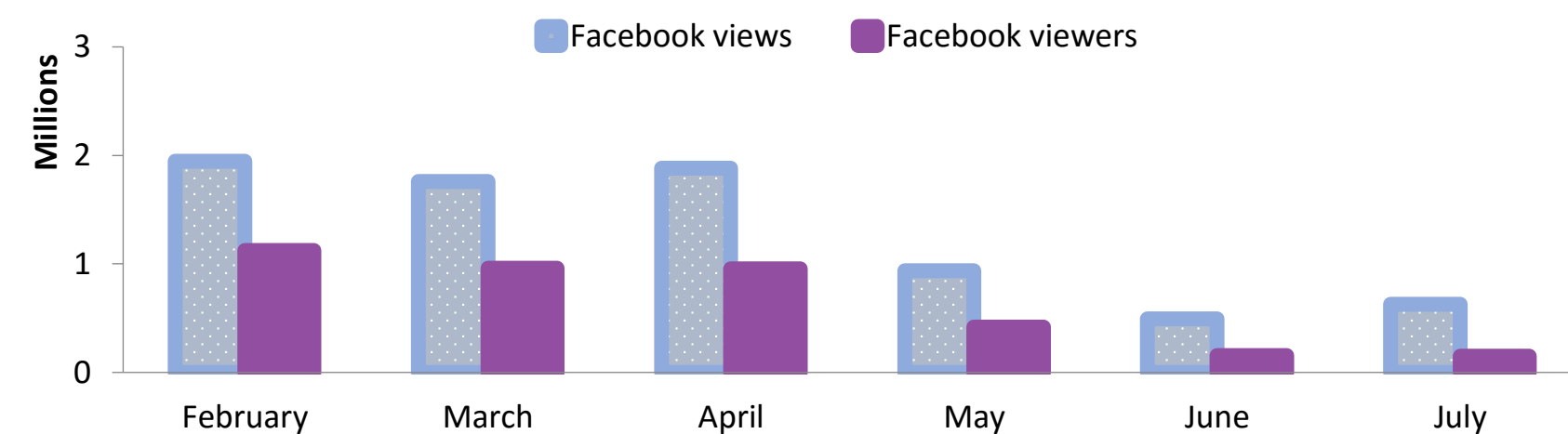
### Return Sessions vs. New Sessions July 2016



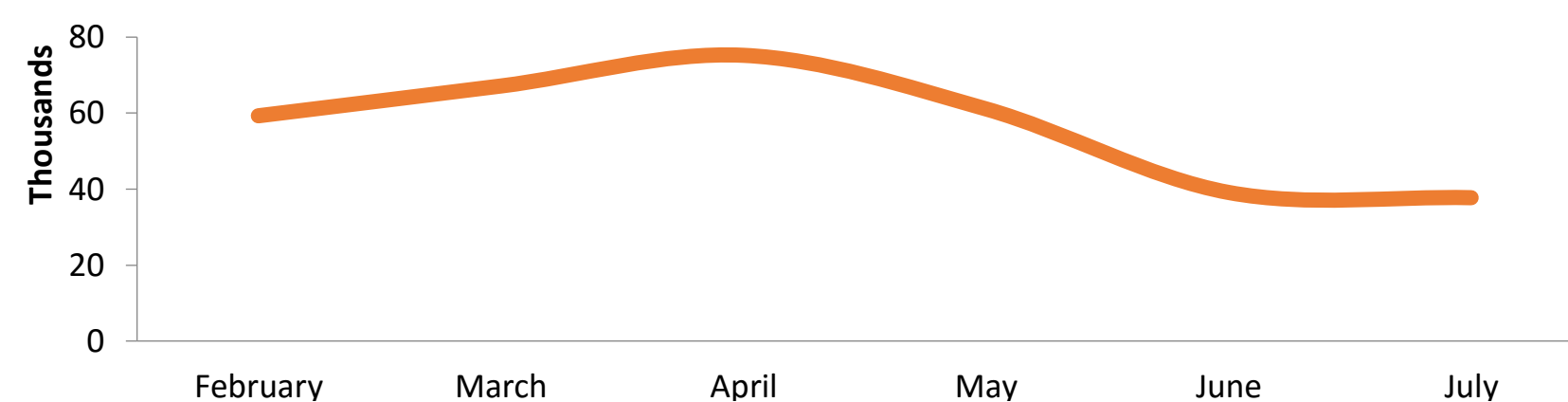
### Social Activity trend for last 3 months



### Facebook trends for last 6 months



### YouTube Views trend for last 6 months

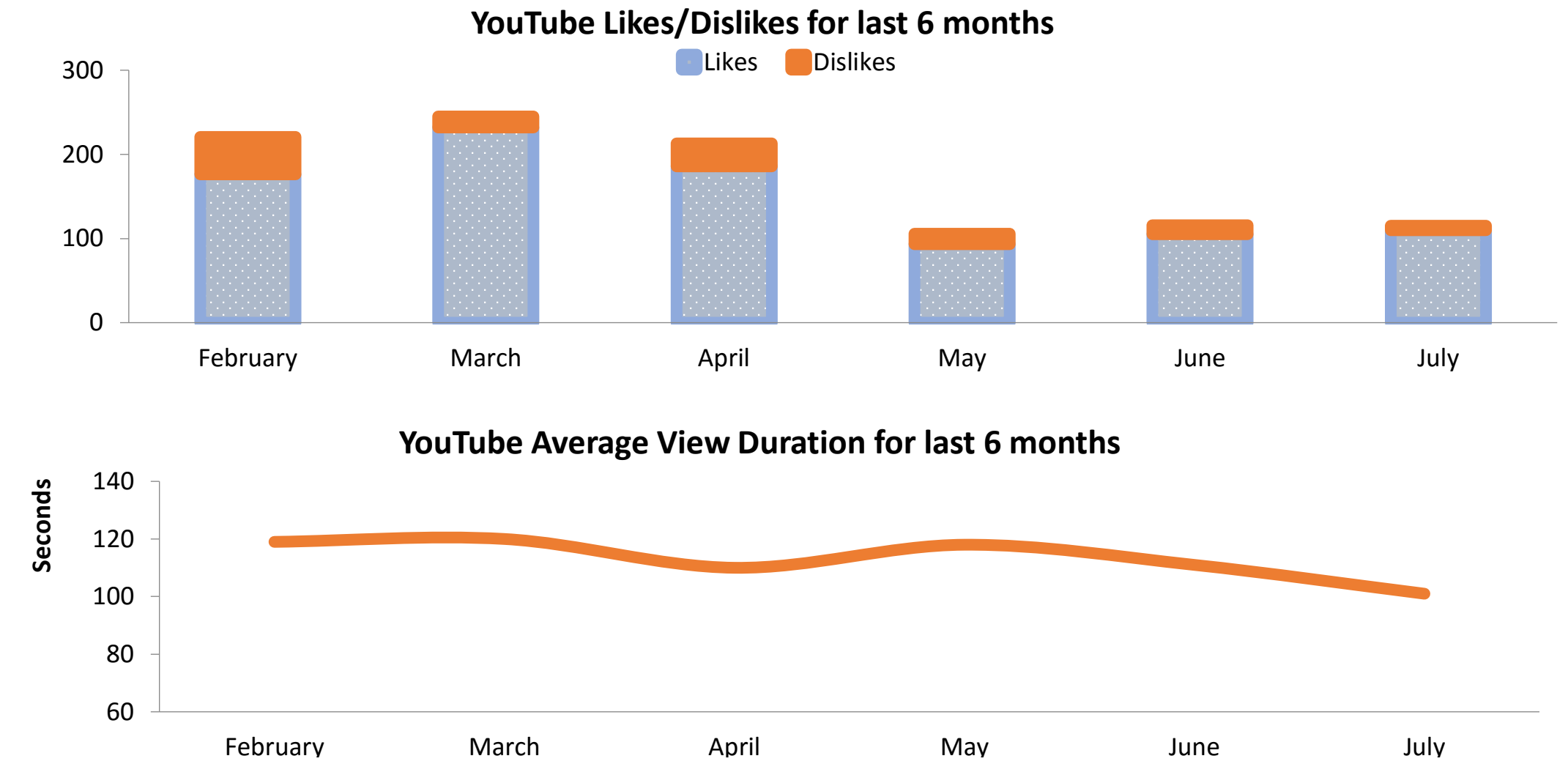


## Agency Web Traffic: Engagement Report

Top 10 Contact Us Pages	by pageviews	July 2016	Top 10 Pages for Email Contact	by email clicks	July 2016
Contact EPA   EPA Home   US EPA		16,424	Our Partners   Combined Heat and Power (CHP) Partnership   US		405
Contact Us about EPA's Organization and History   Abo		5,679	State Asbestos Contacts   Asbestos   US EPA		404
State Asbestos Contacts   Asbestos   US EPA		3,737	EPA Hotlines   EPA Home   US EPA		109
Contact Us   ENERGY STAR		3,196	Service Provider Directory   Natural Gas STAR Program   U.S. EPA		102
Enforcement: Contact Us   Enforcement   US EPA		2,541	Cynthia Giles, Assistant Administrator for the Office of Enforcement		100
Contact Us about Lead   Lead   US EPA		1,975	Bed Bug Regional Contacts   Bed Bugs: Get Them Out and Keep Them Out		98
Contact Us About Bed Bugs   Bed Bugs: Get Them Out and Keep Them Out		1,668	Contact Us About Bed Bugs   Bed Bugs: Get Them Out and Keep Them Out		89
Contact EPA Region 5   About EPA   US EPA		1,214	EPA Regional Lead Contacts   Lead   US EPA		87
Contact Us about Mold   Mold   US EPA		1,143	Vehicle, Engine, and Equipment Recalls   Cars and Light Trucks   US EPA		85
EPA Regional Lead Contacts   Lead   US EPA		1,056	Volkswagen Clean Air Act Partial Settlement   Enforcement   US EPA		77
Top 20 Shared URLs				by number of shares	July 2016
espanol.epa.gov/control-de-plagas/naled-para-el-control-del-mosquito					33
epa.gov/mosquitocontrol/naled					29
epa.gov/mosquitocontrol/naled-mosquito-control					28
epa.gov/bedbugs/do-it-yourself-bed-bug-control					27
epa.gov/sunsafety/uv-index-scale-1					22
epa.gov/insect-repellents/find-insect-repellent-right-you					17
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					13
www3.epa.gov/otaq/aviation.htm					11
epa.gov/newsreleases/volkswagen-spend-147-billion-settle-allegations-cheating-emissions-tests-and-deceiving					10
www3.epa.gov/climatechange/ghgemissions/global.html					9
www3.epa.gov/climatechange/ghgemissions/gases/co2.html					7
www3.epa.gov/carbon-footprint-calculator/index.html					7
epa.gov/bedbugs					6
search.epa.gov/epasearch/epasearch					6
epa.gov/greenercleanups/greener-cleanup-consensus-standard-initiative					6
epa.gov/smm/advancing-sustainable-materials-management-facts-and-figures					6
cfpub.epa.gov/compliance/sendmail/add_tc.cfm					6
epa.gov/saferchoice					6
epa.gov/acidrain/what-acid-rain					6
epa.gov/newsreleases/us-centers-disease-control-and-prevention-and-environmental-protection-agency-urge					6
Top 10 External Links				by link clicks	July 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					8,312
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					4,982
https://www.energystar.gov/products?s=mega					4,755
http://search.earth911.com/					4,206
http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/					3,399
http://www.mbuapcd.org/					2,756
http://sosradon.org/test-kits					1,892
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					1,923
https://epa.usajobs.gov/search/advancedsearch					1,955
http://www.bedbugs.umn.edu/bed-bug-control-in-residences/					1,860

YouTube Channel

Monthly StatisticsJuly 2016



DemographicsJuly 2016

