

### Engaged Segments

Return Sessions	October 2016	change from prior month		
Return Sessions	2,284,748	83,760	▲	3.8%
Pages per Session	3.69	0.05	▲	1.2%
compare to All Sessions	5,783,100	228,577	▲	4.1%
Pages per Session	3.01	0.08	▲	2.7%

### User Actions on EPA site

Contact	October 2016	change from prior month		
Clicked to Email EPA	6,819	537	▲	8.5%
Viewed Contact Us Page	91,035	232	▲	0.3%
Social Media	October 2016	change from prior month		
Shared EPA content	1,121	5	▲	0.4%
Total links shared	826	76	▲	10.1%
Exited to EPA social site	7,667	102	▲	1.3%
Other Actions	October 2016	change from prior month		
Accessed External Link	329,054	94	▲	0.0%
Shares by Social Network	October 2016	change from prior month		
Facebook	526	0	▶	0.0%
Google+	342	-16	▼	-4.5%
Twitter	179	19	▲	11.9%
Pinterest	74	2	▲	2.8%

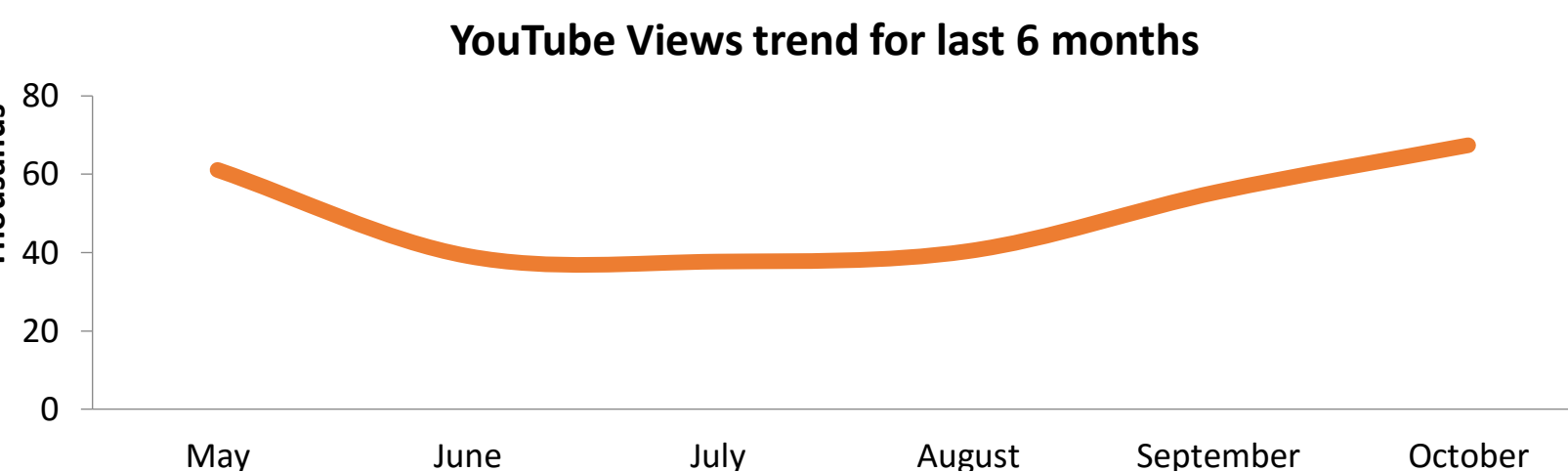
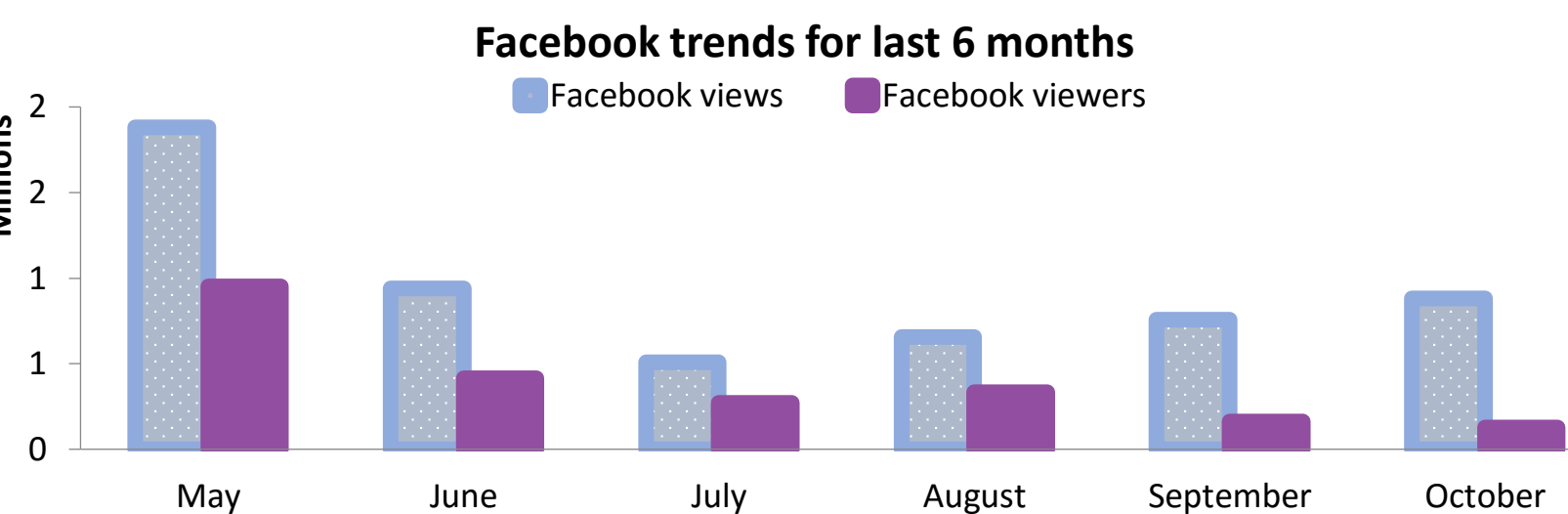
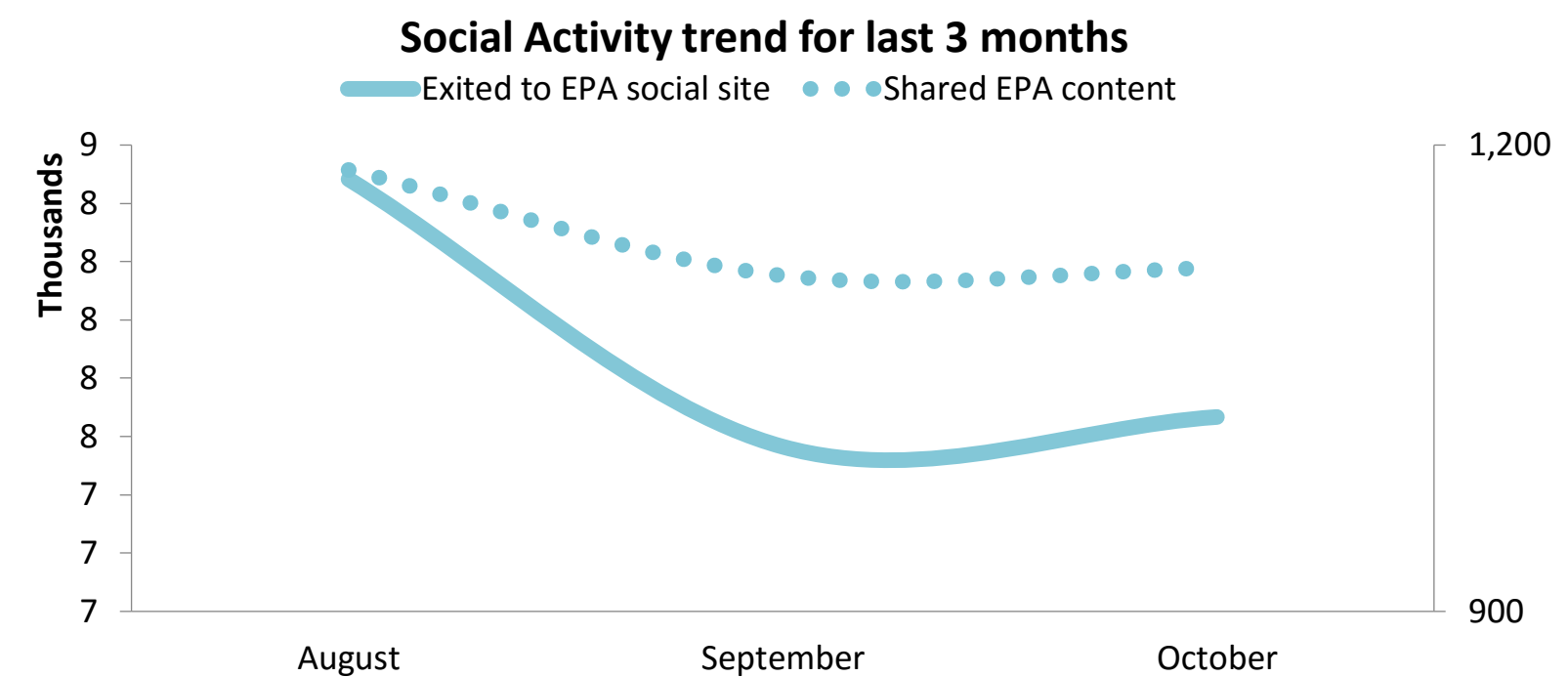
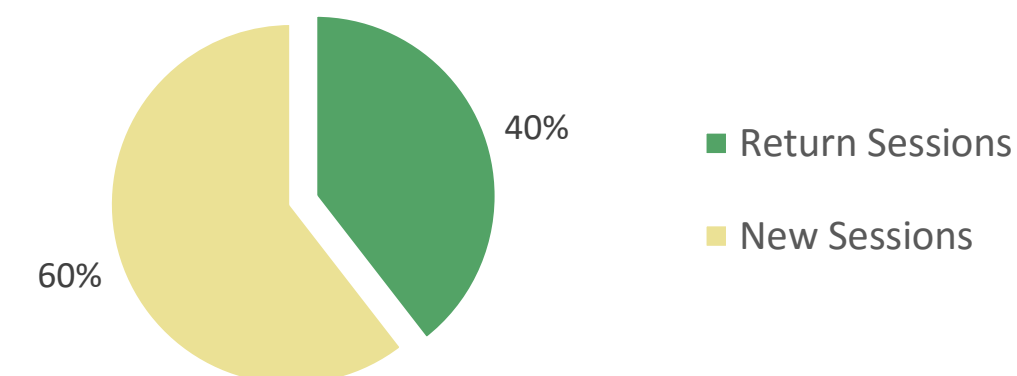
### Facebook

EPA page on Facebook	October 2016	change from prior month		
Monthly Views	880,155	123,684	▲	16.4%
Monthly Viewers	127,200	-35,519	▼	-21.8%
Monthly News Feed Stories	6,781	-2,283	▼	-25.2%
Total Lifetime Likes	209,935	1,192	▲	0.6%

### YouTube Channel

Video Views	October 2016	change from prior month		
Monthly Views	67,398	11,889	▲	21.4%
Monthly Shares	455	22	▲	5.1%
Monthly Comments	27	11	▲	68.8%
Net Subscribers Gained	182	38	▲	26.4%

### Return Sessions vs. New Sessions October 2016



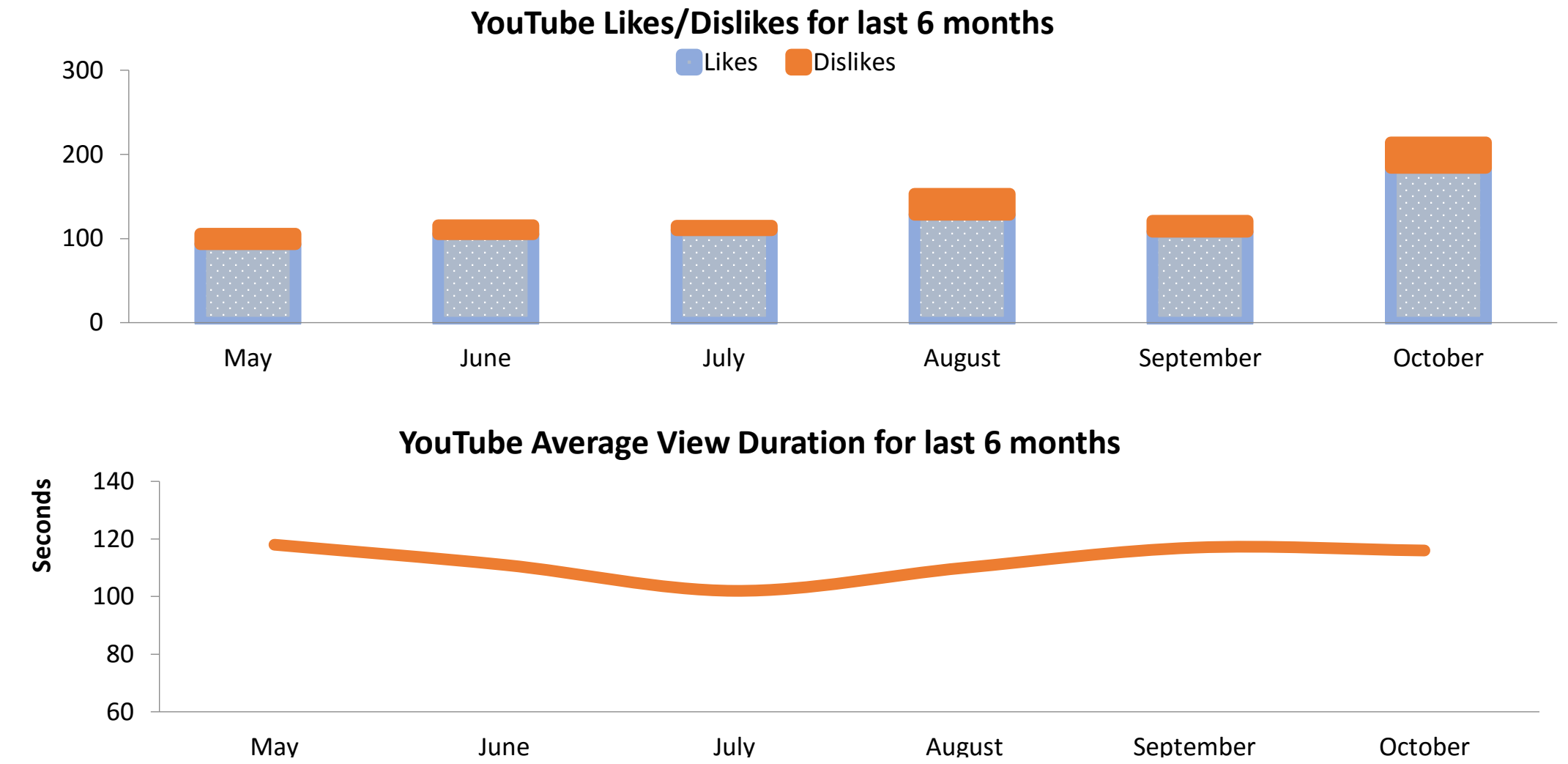
## Agency Web Traffic: Engagement Report

Top 10 Contact Us Pages	by pageviews	October 2016	Top 10 Pages for Email Contact	by email clicks	October 2016
Contact EPA   U.S. Environmental Protection Agency Home		12,283	State Asbestos Contacts   Asbestos   US EPA		483
State Asbestos Contacts   Asbestos   US EPA		3,409	Should You Have the Air Ducts in Your Home Cleaned?   Indoor Air Quality		260
Contact EPA   EPA Home   US EPA		3,383	Apply For or Update Your Renovation Firm's Lead-Safe Certification		223
Contact Us about EPA's Organization and History   About EPA   US EPA		3,060	Vehicle, Engine, and Equipment Recalls   Cars and Light Trucks   US EPA		198
Contact Us about Lead   Lead   US EPA		2,208	EPA Regional Lead Contacts   Lead   US EPA		118
Enforcement: Contact Us   Enforcement   US EPA		2,005	Region 3 (Mid-Atlantic) Indoor Air Quality Information   Indoor Air Quality		118
Contact Us about EPA's Organizations   About EPA   US EPA		1,931	Staff Directory   About EPA   US EPA		111
Contact Us about Mold   Mold   US EPA		1,036	Chemical Data Reporting under the Toxic Substances Control Act		105
EPA Regional Lead Contacts   Lead   US EPA		1,028	WQSnews Listserv - Receive Alerts about Water Quality Standard		99
Contact EPA Region 5   About EPA   US EPA		959	Clean Diesel Rebates   Clean Diesel and DERA Funding   US EPA		93
Top 20 Shared URLs				by number of shares	October 2016
www3.epa.gov/carbon-footprint-calculator/index.html					16
epa.gov/climate-change-science/causes-climate-change					15
epa.gov/climate-change-science/understanding-link-between-climate-change-and-extreme-weather					14
epa.gov/arc-x					12
epa.gov/bedbugs/do-it-yourself-bed-bug-control					12
epa.gov/ghgemissions/overview-greenhouse-gases					10
epa.gov/indoor-air-quality-iaq/should-you-have-air-ducts-your-home-cleaned					10
epa.gov/climate-impacts/climate-impacts-agriculture-and-food-supply					9
epa.gov/climatechange					9
epa.gov/ghgemissions/global-greenhouse-gas-emissions-data					9
epa.gov/mold					9
epa.gov/ground-water-and-drinking-water/emergency-disinfection-drinking-water					8
epa.gov/science-and-technology					8
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					7
epa.gov/environmentaljustice/equitable-development-and-environmental-justice					7
epa.gov/ground-water-and-drinking-water/compliance-monitoring-data-portal					7
epa.gov/newsreleases/epa-awarding-13-million-revitalize-americas-urban-waters-and-surrounding-communities					7
espanol.epa.gov/espanol/10-consejos-utiles-para-eliminar-las-chinches-de-cama					7
epa.gov/climate-impacts/climate-impacts-coastal-areas					6
epa.gov/environmentaljustice/ej-2020-action-agenda					6
Top 10 External Links				by link clicks	October 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					7,834
http://search.earth911.com/					4,855
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					3,443
https://epa.usajobs.gov/search/advancedsearch					2,192
http://sosradon.org/test-kits					1,784
http://www.ecyclingcentral.com/					1,592
https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,802
https://www.ipcc.ch/report/ar5/wg3/					1,883
http://www.ecfr.gov/					1,573
http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/					1,530

## YouTube Channel

Monthly Statistics

October 2016



Demographics

October 2016

