

### Engaged Segments

Return Sessions	September 2016	change from prior month
Return Sessions	3,429,025	-213,222 ▼ -5.9%
Pages per Session	2.95	0.12 ▲ 4.1%
compare to All Sessions	7,389,637	-57,592 ▼ -0.8%
Pages per Session	2.58	0.11 ▲ 4.6%

### User Actions on EPA site

Contact	September 2016	change from prior month
Clicked to Email EPA	6,614	-193 ▼ -2.8%
Viewed Contact Us Page	93,377	-4,627 ▼ -4.7%
Social Media	September 2016	change from prior month
Shared EPA content	1,426	56 ▲ 4.1%
Total links shared	146	-14 ▼ -8.8%
Exited to EPA social site	8,942	-1,581 ▼ -15.0%
Other Actions	September 2016	change from prior month
Accessed External Link	393,541	-22,549 ▼ -5.4%
Shares by Social Network	September 2016	change from prior month
Facebook	547	33 ▲ 6.4%
Google+	502	85 ▲ 20.4%
Twitter	259	-24 ▼ -8.5%
Pinterest	118	-38 ▼ -24.4%

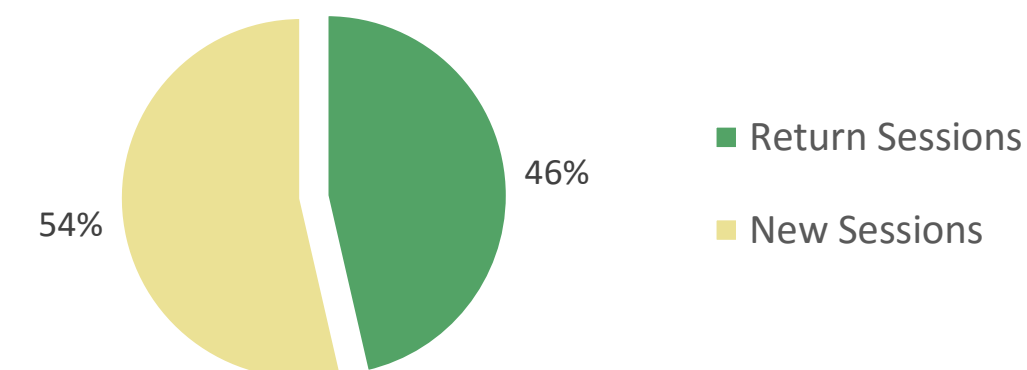
### Facebook

EPA page on Facebook	September 2016	change from prior month
Monthly Views	756,468	-101,121 ▼ -11.8%
Monthly Viewers	162,719	18,851 ▲ 13.1%
Monthly News Feed Stories	9,064	-403 ▼ -4.3%
Total Lifetime Likes	208,743	1,445 ▲ 0.7%

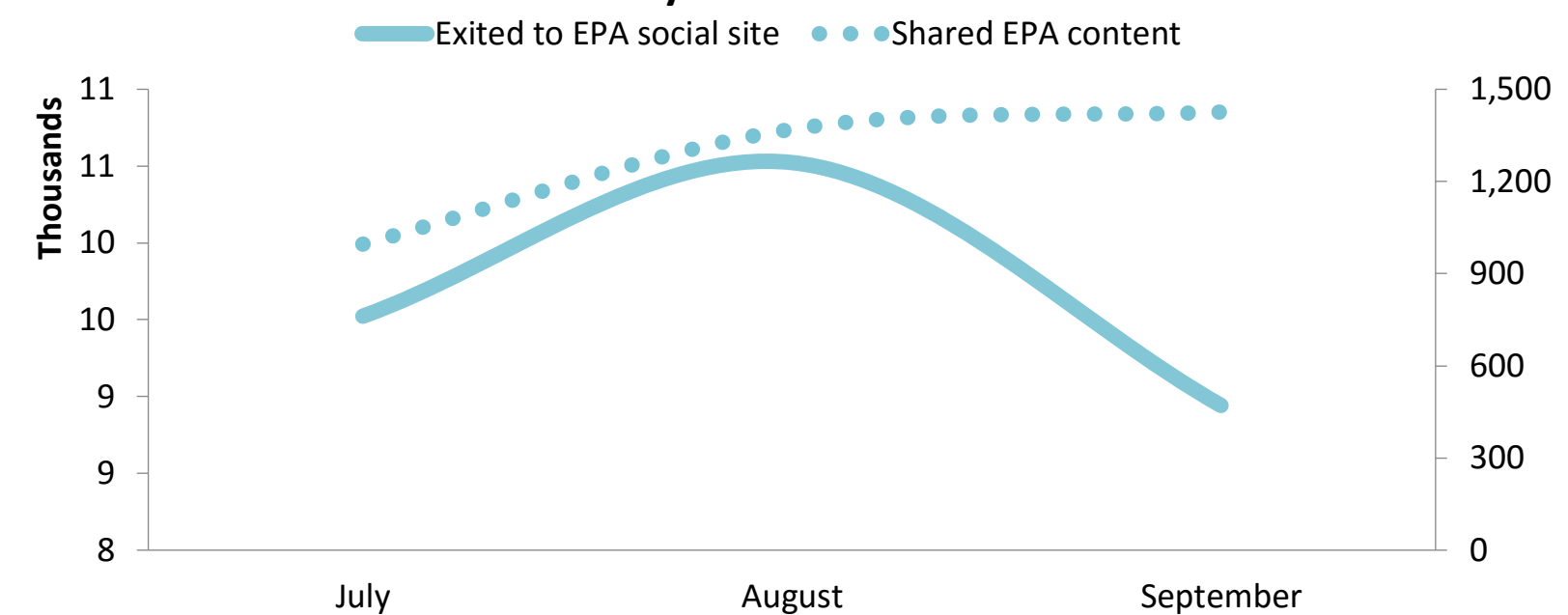
### YouTube Channel

Video Views	September 2016	change from prior month
Monthly Views	55,565	15,213 ▲ 37.7%
Monthly Shares	433	98 ▲ 29.3%
Monthly Comments	16	-9 ▼ -36.0%
Net Subscribers Gained	144	3 ▲ 2.1%

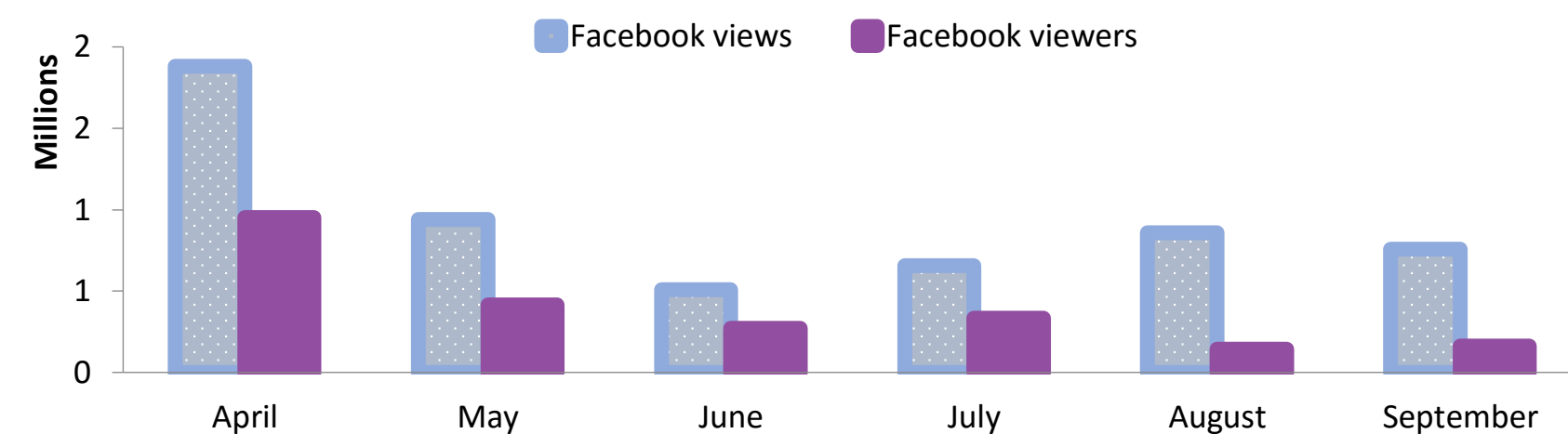
### Return Sessions vs. New Sessions September 2016



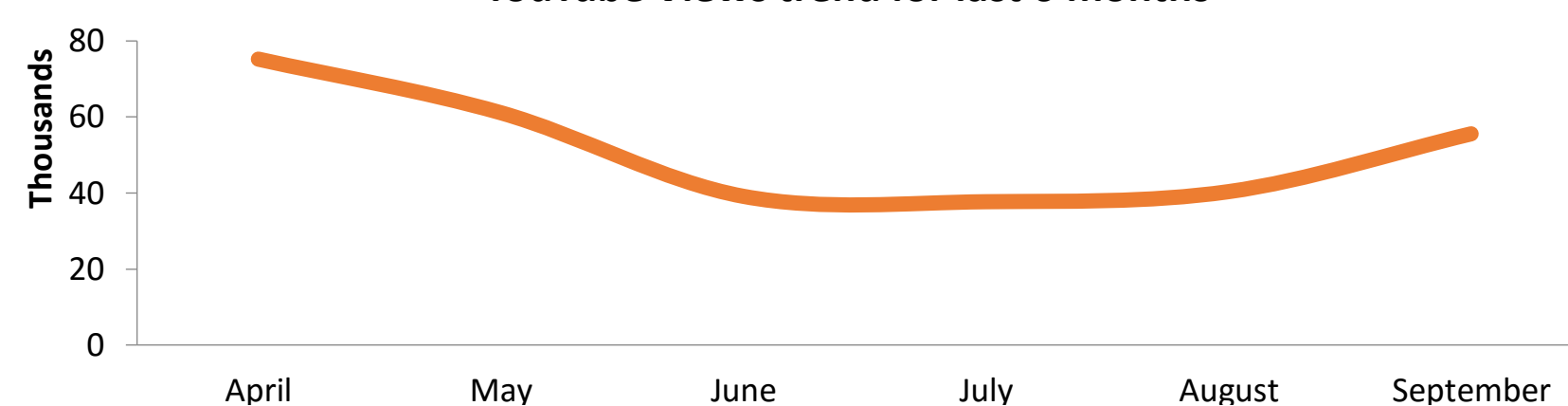
### Social Activity trend for last 3 months



### 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	September 2016	Top 10 Pages for Email Contact	by email clicks	September 2016
Contact EPA   EPA Home   US EPA		17,860	State Asbestos Contacts   Asbestos   US EPA		455
Contact Us about EPA's Organization and History   Abo		5,238	Chemical Data Reporting under the Toxic Substances Control Act		200
State Asbestos Contacts   Asbestos   US EPA		4,055	Apply For or Update Your Renovation Firm's Lead-Safe Certificati		190
Contact Us   ENERGY STAR		3,125	Media Contacts   Newsroom   US EPA		142
Enforcement: Contact Us   Enforcement   US EPA		2,550	EPA Hotlines   EPA Home   US EPA		116
Contact Us about Lead   Lead   US EPA		2,170	How To Report Under Chemical Data Reporting   Chemical Data f		107
Contact Us about Mold   Mold   US EPA		1,351	EPA Regional Lead Contacts   Lead   US EPA		88
Contact Us About Bed Bugs   Bed Bugs: Get Them Out :		1,325	EPA - TTN EMC Directory		81
Media Contacts   Newsroom   US EPA		1,221	Contacts in the Office of Pesticide Programs, Antimicrobial Divisi		80
EPA Regional Lead Contacts   Lead   US EPA		1,220	Selected EPA-registered Disinfectants   Pesticide Registration   U		79

Top 20 Shared URLs	by number of shares	September 2016
<a href="http://www3.epa.gov/carbon-footprint-calculator/index.html">www3.epa.gov/carbon-footprint-calculator/index.html</a>		31
<a href="http://epa.gov/mosquitocontrol/naled-mosquito-control">epa.gov/mosquitocontrol/naled-mosquito-control</a>		23
<a href="http://www3.epa.gov/climatechange/impacts/state-impact-factsheets.html">www3.epa.gov/climatechange/impacts/state-impact-factsheets.html</a>		20
<a href="http://epa.gov/septic/septicsmart-week-2016">epa.gov/septic/septicsmart-week-2016</a>		16
<a href="http://epa.gov/bedbugs/do-it-yourself-bed-bug-control">epa.gov/bedbugs/do-it-yourself-bed-bug-control</a>		15
<a href="http://epa.gov/septic/septic-systems-outreach-toolkit">epa.gov/septic/septic-systems-outreach-toolkit</a>		13
<a href="http://epa.gov/dwstandardsregulations/chromium-drinking-water">epa.gov/dwstandardsregulations/chromium-drinking-water</a>		12
<a href="http://www3.epa.gov/climatechange/science/causes.html">www3.epa.gov/climatechange/science/causes.html</a>		12
<a href="http://cumulis.epa.gov/supercpad/cursites/csitinfo.cfm">cumulis.epa.gov/supercpad/cursites/csitinfo.cfm</a>		12
<a href="http://epa.gov/mold">epa.gov/mold</a>		10
<a href="http://epa.gov/acidrain/what-acid-rain">epa.gov/acidrain/what-acid-rain</a>		10
<a href="http://epa.gov/bedbugs/how-find-bed-bugs">epa.gov/bedbugs/how-find-bed-bugs</a>		9
<a href="http://epa.gov/bedbugs">epa.gov/bedbugs</a>		9
<a href="http://epa.gov/mold/ten-things-you-should-know-about-mold">epa.gov/mold/ten-things-you-should-know-about-mold</a>		9
<a href="http://epa.gov/mold/brief-guide-mold-moisture-and-your-home">epa.gov/mold/brief-guide-mold-moisture-and-your-home</a>		9
<a href="http://www3.epa.gov/climatechange/impacts/agriculture.html">www3.epa.gov/climatechange/impacts/agriculture.html</a>		9
<a href="http://epa.gov/newsreleases/epa-adds-sites-national-priorities-list-reduce-risk-public-health-and-environment-0">epa.gov/newsreleases/epa-adds-sites-national-priorities-list-reduce-risk-public-health-and-environment-0</a>		8
<a href="http://www3.epa.gov/region9/water/recycling/index.html">www3.epa.gov/region9/water/recycling/index.html</a>		8
<a href="http://epa.gov/enforcement/report-environmental-violations">epa.gov/enforcement/report-environmental-violations</a>		8
<a href="http://epa.gov/green-infrastructure/campus-rainworks-challenge-0">epa.gov/green-infrastructure/campus-rainworks-challenge-0</a>		7

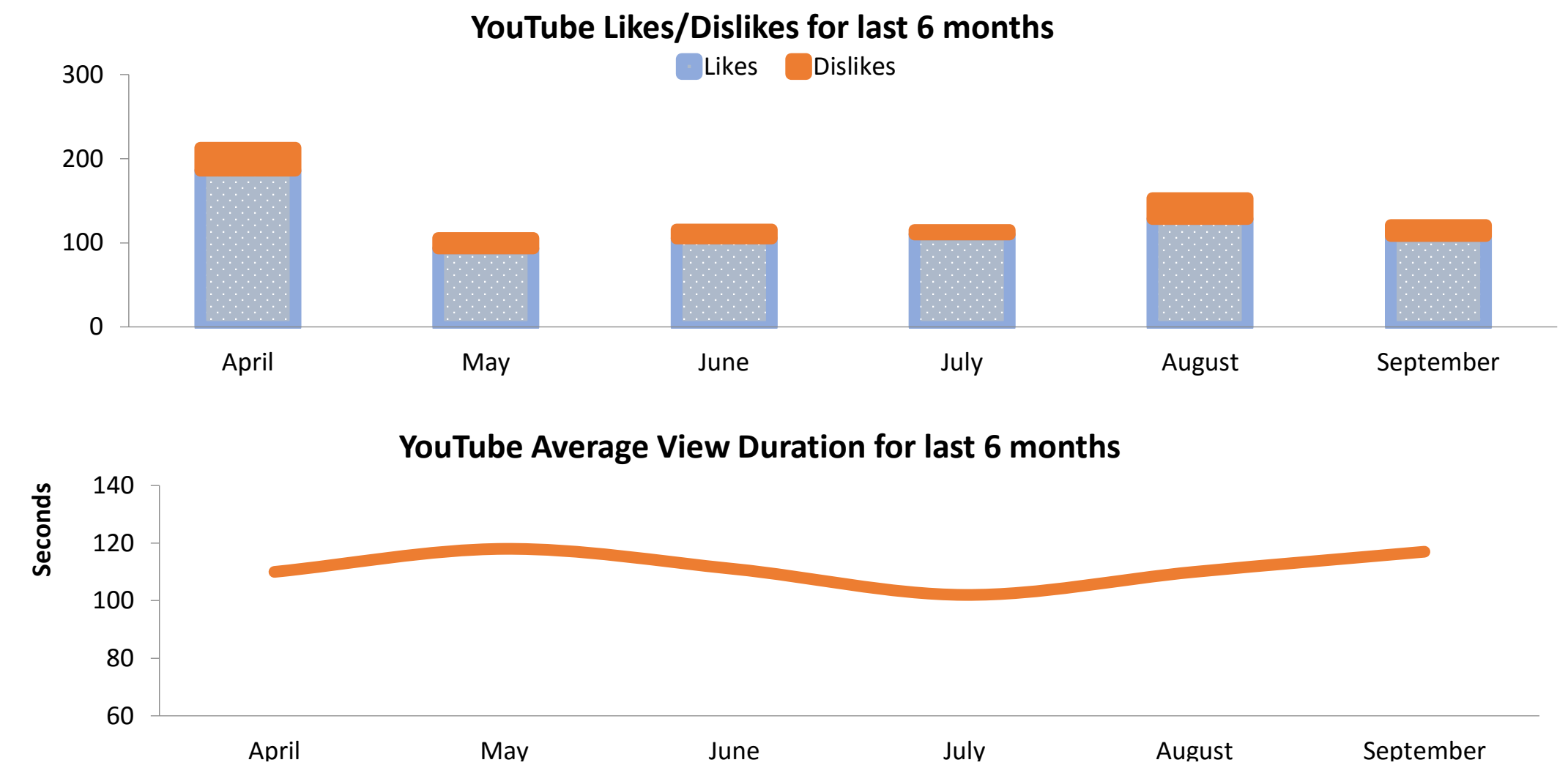
  

Top 10 External Links	by link clicks	September 2016
<a href="https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22">https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22</a>		8,483
<a href="http://search.earth911.com/">http://search.earth911.com/</a>		4,515
<a href="http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/">http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/</a>		4,109
<a href="https://www.energystar.gov/products?s=mega">https://www.energystar.gov/products?s=mega</a>		4,027
<a href="http://essearch.nfrc.org/">http://essearch.nfrc.org/</a>		2,468
<a href="http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/">http://extension.colostate.edu/topic-areas/insects/bat-bugs-bed-bugs-and-relatives-5-574/</a>		2,180
<a href="http://www.ecyclingcentral.com/">http://www.ecyclingcentral.com/</a>		2,010
<a href="https://epa.usajobs.gov/search/advancedsearch">https://epa.usajobs.gov/search/advancedsearch</a>		2,077
<a href="http://www.ecfr.gov/">http://www.ecfr.gov/</a>		1,788
<a href="https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr">https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr</a>		1,884

YouTube Channel

Monthly Statistics

September 2016



Demographics

September 2016

