

### Engaged Segments

Return Sessions	December, 2016	change from prior month		
Return Sessions	2,082,525	-317,846	▼	-13.2%
Pages per Session	3.57	-0.08	▼	-2.1%
compare to All Sessions	4,971,791	-924,742	▲	0.4%
Pages per Session	3.00	-0.02	▼	-0.6%

### User Actions on EPA site

Contact	December, 2016	change from prior month		
Clicked to Email EPA	5,035	471	▼	-8.6%
Viewed Contact Us Page	82,040	-12,850	▼	-13.5%
Social Media	December, 2016	change from prior month		
Shared EPA content	1,217	-69	▼	-5.4%
Total links shared	792	-91	▼	-10.3%
Exited to EPA social site	7,178	-1,277	▼	-15.1%
Other Actions	December, 2016	change from prior month		
Accessed External Link	270,882	-54,889	▼	-16.8%
Shares by Social Network	December, 2016	change from prior month		
Facebook	578	0	▶	0.0%
Google+	330	0	▼	-2.1%
Twitter	212	0	▲	100.0%
Pinterest	79	0	▲	100.0%

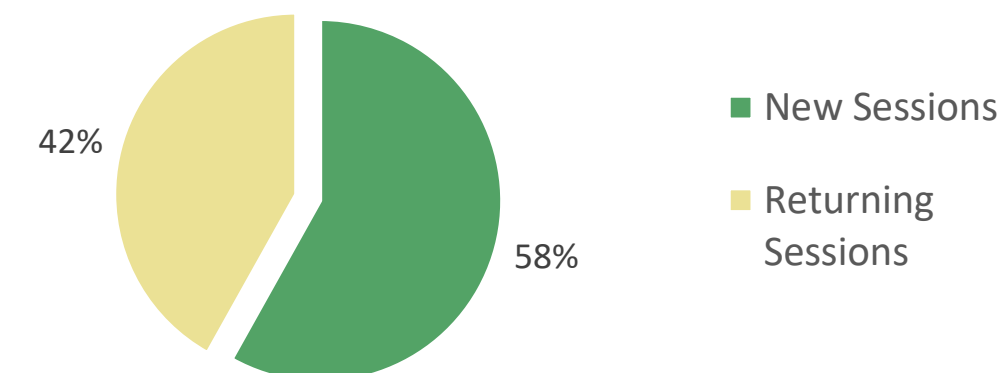
### Facebook

EPA page on Facebook	December, 2016	change from prior month		
Monthly Views				
Monthly Viewers				
Monthly News Feed Stories				
Total Lifetime Likes				

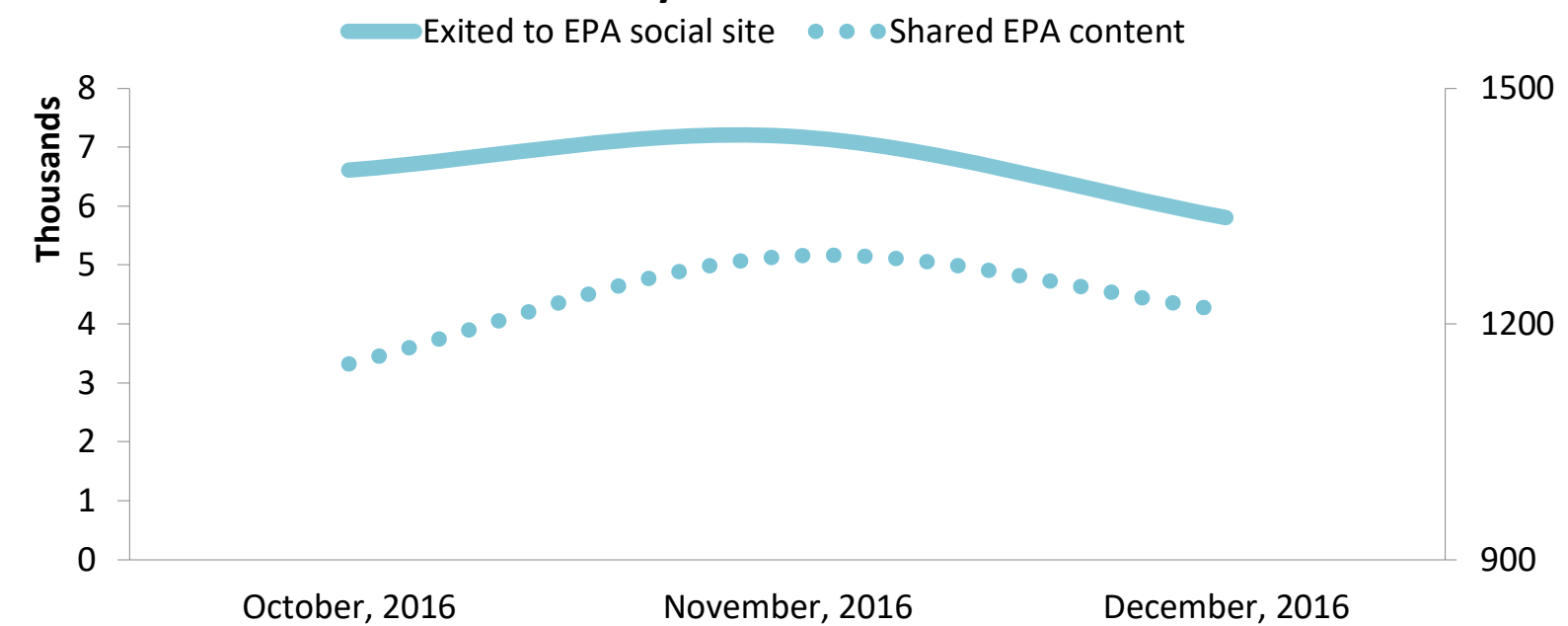
### YouTube Channel

Video Views	December, 2016	change from prior month		
Monthly Views				
Monthly Shares				
Monthly Comments				
Net Subscribers Gained				

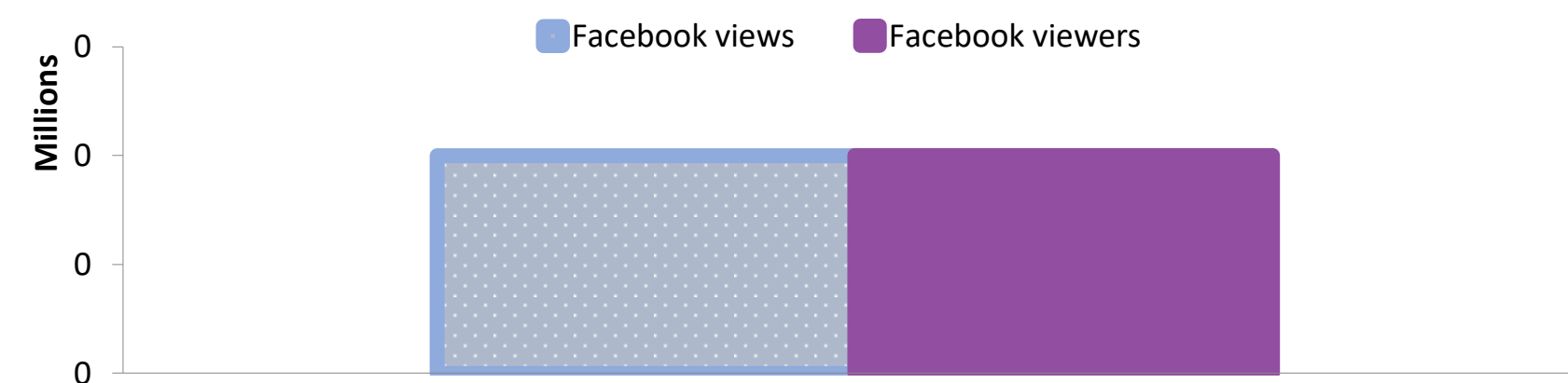
### Return Sessions vs. New Sessions



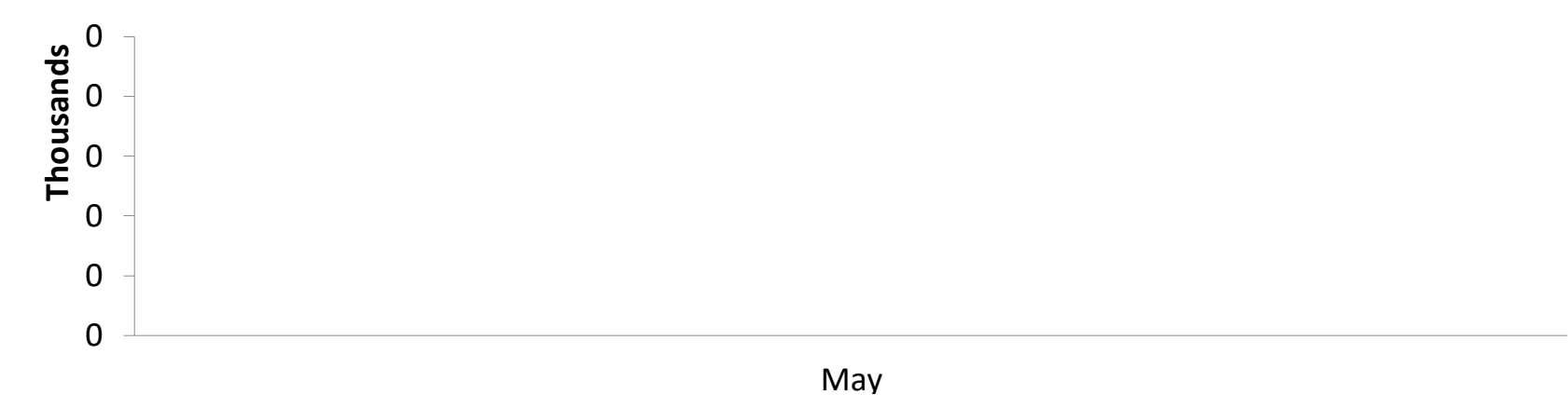
### Social Activity trend for last 3 months



### 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	December, 2016	Top 10 Pages for Email Contact	by email clicks	December, 2016
Contact EPA   U.S. Environmental Protection Agency Home		9,848	State Asbestos Contacts   Asbestos   US EPA		340
Contact EPA   U.S. Environmental Protection Agency		6,156	Apply For or Update Your Renovation Firm's Lead-Safe Certification		267
Contact Us about EPA's Organizations   About EPA   US EPA		3,863	State Tier II Reporting Requirements and Procedures   Emergency Response		115
State Asbestos Contacts   Asbestos   US EPA		3,060	Pesticide Establishment Registration and Reporting Contacts   Contact Us		67
Enforcement: Contact Us   Enforcement   US EPA		1,818	Selected EPA-registered Disinfectants   Pesticide Registration   US EPA		65
Contact Us about Lead   Lead   US EPA		1,776	Contact Us about Importing Vehicles and Engines   Importing Vehicles and Engines		62
Contact EPA Region 5   About EPA   US EPA		919	Contacting EPA Region 4 (Southeast)   About EPA   US EPA		60
EPA Regional Lead Contacts   Lead   US EPA		876	Organization Chart for the National Center for Environmental Assessment		59
Contacts in the Office of Pesticide Programs, Registration Division		858	Media Contacts   Newsroom   US EPA		57
Organization Chart/Current Headquarters Leadership		795	EPA Hotlines   U.S. Environmental Protection Agency Home   US EPA		54
Top 20 Shared URLs				by number of shares	December, 2016
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					8
search.epa.gov/epasearch/epasearch					8
epa.gov/national-aquatic-resource-surveys/nla					6
epa.gov/hfstudy					6
epa.gov/science-and-technology					6
epa.gov/climate-change-science/causes-climate-change					5
epa.gov/assessing-and-managing-chemicals-under-tsca/evaluating-risk-existing-chemicals-under-tsca					5
epa.gov/newsreleases/epa-releases-final-report-impacts-hydraulic-fracturing-activities-drinking-water					5
epa.gov/newsreleases/epa-names-first-chemicals-review-under-new-tsca-legislation					5
epa.gov/bedbugs/what-landlords-need-know-about-bed-bugs					5
epa.gov/climatechange/social-cost-carbon					4
epa.gov/laws-regulations/summary-clean-water-act					4
epa.gov/pcbs					4
epa.gov/recycle/reducing-wasted-food-home					4
epa.gov/climate-change-science/future-climate-change					4
www3.epa.gov/region1/test/templates/index.html					4
www3.epa.gov/carbon-footprint-calculator/index.html					4
epa.gov/climatechange/climate-change-basic-information					4
epa.gov/faca/nacept-2016-report-environmental-protection-belongs-public-vision-citizen-science-epa					4
epa.gov/sustainable-management-food/food-recovery-challenge-frc					4
Top 10 External Links				by link clicks	December, 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					6,148
http://search.earth911.com/					4,817
https://trimewebmod.epa.gov/cdx-trime-web/action/form/home/					2,881
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,122
http://www.ecyclingcentral.com/					2,043
http://www.bestbuy.com/site/global-promotions/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					1,856
https://www.ipcc.ch/report/ar5/wg3/					1,795
https://epa.usajobs.gov/search/advancedsearch					1,588
https://epa.maps.arcgis.com/apps/cascade/index.html?appid=7e82c67da14d4e848e9dd235e1d2ea24					1,586
https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,570

YouTube Channel

Monthly Statistics	December, 2016	Demographics	December, 2016
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