

### Engaged Segments

Return Sessions	January, 2017	change from prior month		
Return Sessions	2,529,771	447,246	▲	21.5%
Pages per Session	3.65	0.08	▲	2.3%
compare to All Sessions	6,422,770	1,450,979	▼	-15.7%
Pages per Session	2.93	-0.07	▼	-2.3%

### User Actions on EPA site

Contact	January, 2017	change from prior month		
Clicked to Email EPA	7,595	-2,560	▲	50.8%
Viewed Contact Us Page	121,155	39,115	▲	47.7%
Social Media	January, 2017	change from prior month		
Shared EPA content	2,801	1,584	▲	130.2%
Total links shared	1,154	362	▲	45.7%
Exited to EPA social site	14,837	7,659	▲	106.7%
Other Actions	January, 2017	change from prior month		
Accessed External Link	395,679	124,797	▲	46.1%
Shares by Social Network	January, 2017	change from prior month		
Facebook	1,798	1,220	▲	211.1%
Google+	388	58	▲	17.6%
Twitter	462	250	▲	217.9%
Pinterest	134	55	▲	169.6%

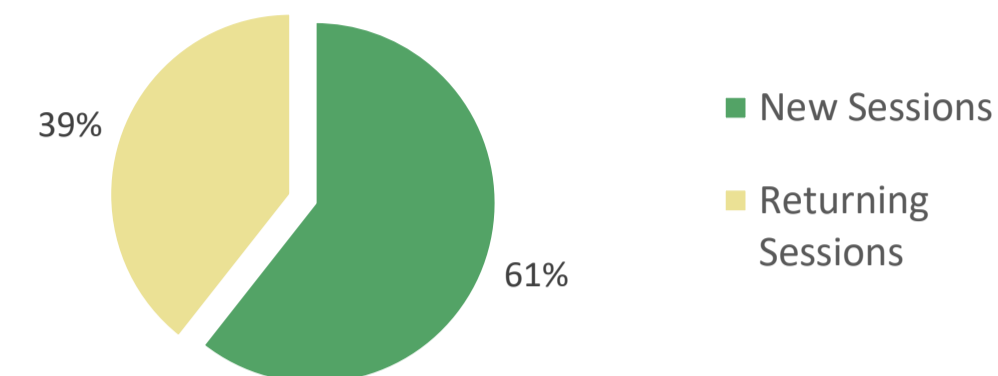
### Facebook

EPA page on Facebook	January, 2017	change from prior month		
Monthly Views				
Monthly Viewers				
Monthly News Feed Stories				
Total Lifetime Likes				

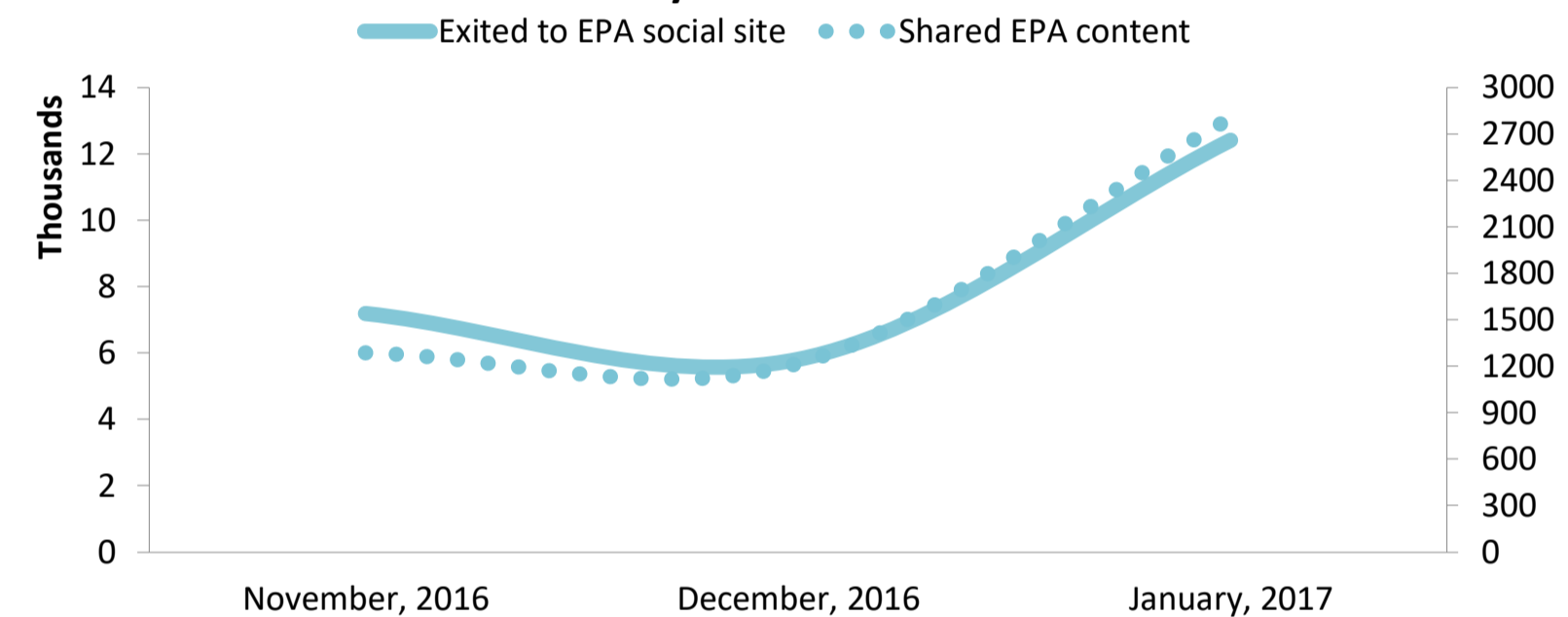
### YouTube Channel

Video Views	January, 2017	change from prior month		
Monthly Views				
Monthly Shares				
Monthly Comments				
Net Subscribers Gained				

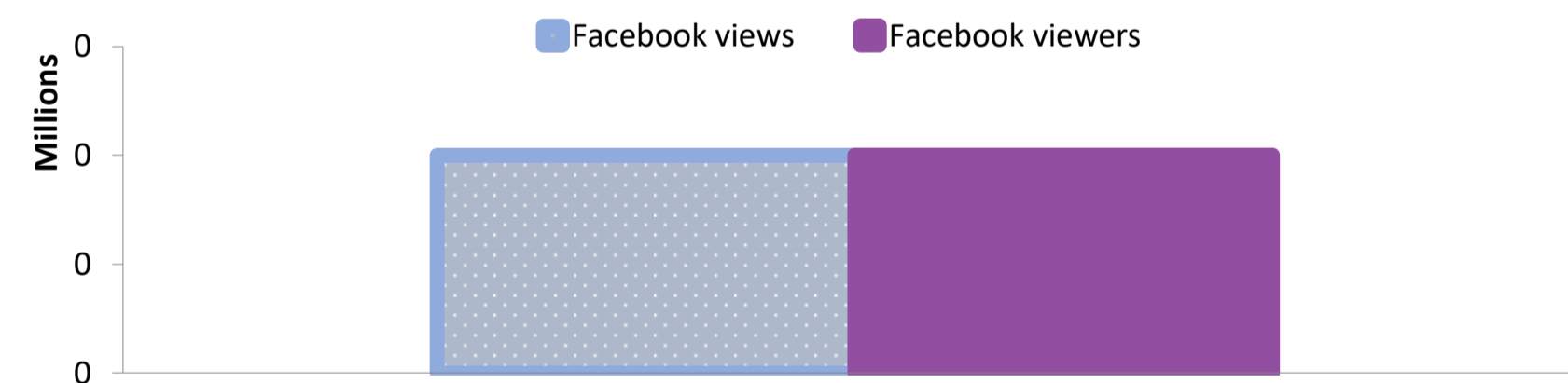
### Return Sessions vs. New Sessions January, 2017



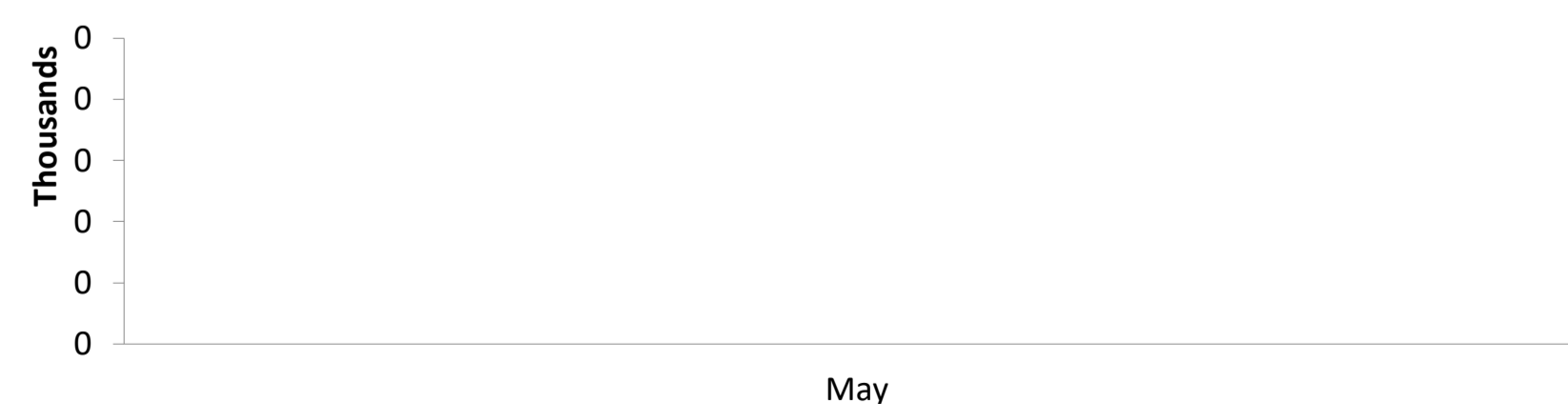
### Social Activity trend for last 3 months



### 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	January, 2017	Top 10 Pages for Email Contact	by email clicks	January, 2017
Contact EPA   U.S. Environmental Protection Agency		35,740	State Tier II Reporting Requirements and Procedures   Emergency		815
Contact Us about EPA's Organizations   About EPA   US		4,708	State Asbestos Contacts   Asbestos   US EPA		451
State Asbestos Contacts   Asbestos   US EPA		4,117	Apply For or Update Your Renovation Firm's Lead-Safe Certificati		407
Climate Change Contact Us   Climate Change   US EPA		2,333	Climate Change Indicators in the United States   US EPA		268
Contact Us about Lead   Lead   US EPA		2,172	Downloads for the Indicators Report   Climate Change Indicators		228
Enforcement: Contact Us   Enforcement   US EPA		1,861	Pesticide Establishment Registration and Reporting Contacts   Co		150
Media Contacts   Newsroom   US EPA		1,838	Media Contacts   Newsroom   US EPA		130
EPA Regional Lead Contacts   Lead   US EPA		1,195	Organization Chart for the National Center for Environmental Ass		99
Contact EPA Region 5   About EPA   US EPA		1,144	NPDES eReporting Help   Compliance   US EPA		92
Pesticide Establishment Registration and Reporting Co		1,125	EPA Regional Lead Contacts   Lead   US EPA		91
Top 20 Shared URLs				by number of shares	January, 2017
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					16
search.epa.gov/epasearch/epasearch					9
epa.gov/climate-change-science/causes-climate-change					7
epa.gov/climatechange/climate-change-basic-information					6
epa.gov/climate-impacts/climate-change-health-and-populations-concern					6
epa.gov/climatechange					6
epa.gov/newsreleases/epa-gives-38m-help-19-communities-plan-new-uses-former-brownfield-sites					6
epa.gov/bedbugs/do-it-yourself-bed-bug-control					6
epa.gov/newsreleases/epa-awards-127-million-assist-small-drinking-water-and-wastewater-systems-0					5
epa.gov/acidrain/what-acid-rain					5
epa.gov/goldkingmine/fate-transport-analysis					5
epa.gov/newsreleases/epa-launches-new-program-1-billion-loans-available-water-infrastructure-projects					5
epa.gov/climate-change-science/overview-climate-change-science					5
epa.gov/radon/find-radon-test-kit-or-measurement-and-mitigation-professional					5
www3.epa.gov/carbon-footprint-calculator/index.html					5
epa.gov/climate-impacts/climate-impacts-human-health					5
epa.gov/climate-impacts/climate-impacts-agriculture-and-food-supply					5
epa.gov/radon/national-radon-action-month-consumer-information					5
epa.gov/ghgemissions/global-greenhouse-gas-emissions-data					5
epa.gov/ghgemissions/overview-greenhouse-gases					5
Top 10 External Links				by link clicks	January, 2017
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					10,414
https://www.giss.nasa.gov/research/news/20170118/					6,116
http://search.earth911.com/					5,446
https://www.data.gov/					4,387
http://sosradon.org/test-kits					3,930
https://www.whitehouse.gov/					3,244
http://www.regulations.gov/					2,682
https://www.usajobs.gov/help/working-in-government/unique-hiring-paths/students/					2,651
http://www.ecyclingcentral.com/					2,568
https://health2016.globalchange.gov/					2,386

YouTube Channel

Monthly Statistics

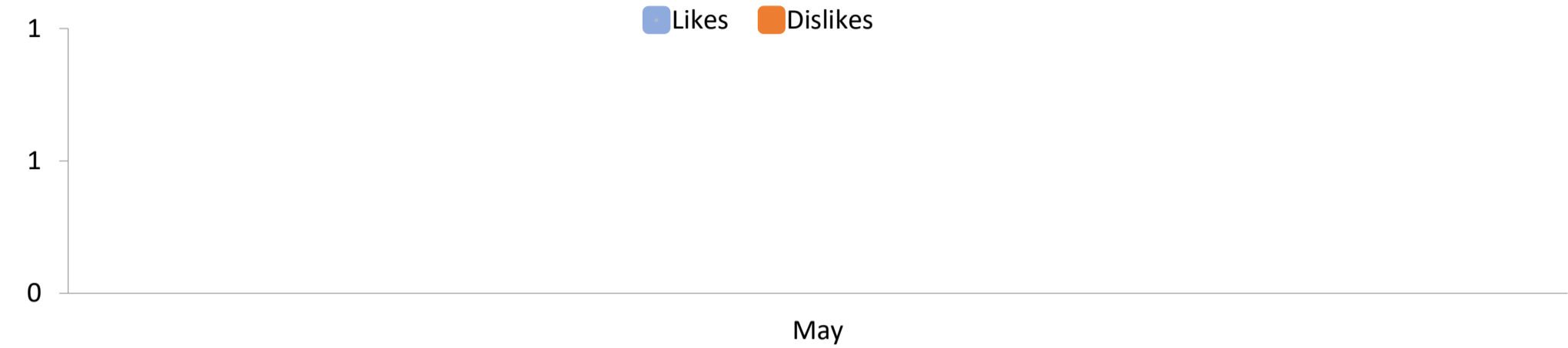
January, 2017

Demographics

January, 2017

YouTube Likes/Dislikes for last 6 months

Likes Dislikes



0%

age13-17

YouTube Average View Duration for last 6 months

Seconds

