

Engaged Segments

Return Sessions	April, 2017	change from prior month	
Return Sessions	2,687,412	-252,826	▼ -8.6%
Pages per Session	3.56	-0.05	▼ -1.5%
compare to All Sessions	6,604,724	-653,184	▲ 15.4%
Pages per Session	3.00	-0.07	▼ -2.2%

User Actions on EPA site

Contact	April, 2017	change from prior month	
Clicked to Email EPA	6,871	908	▼ -11.7%
Viewed Contact Us Page	115,386	-25,404	▼ -18.0%
Social Media	April, 2017	change from prior month	
Shared EPA content	1,813	-409	▼ -18.4%
Total links shared	1,813	-409	▼ -18.4%
Exited to EPA social site	9,711	-3,885	▼ -28.6%
Other Actions	April, 2017	change from prior month	
Accessed External Link	362,830	-53,485	▼ -12.8%
Shares by Social Network	April, 2017	change from prior month	
Facebook	920	-434	▼ -32.1%
Google+	463	29	▲ 6.7%
Twitter	307	0	▲ 100.0%
Pinterest	105	-9	▲ 92.1%

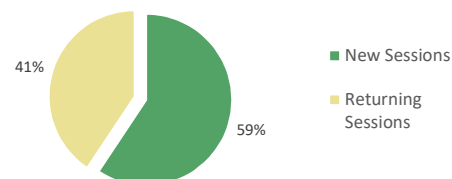
Facebook

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

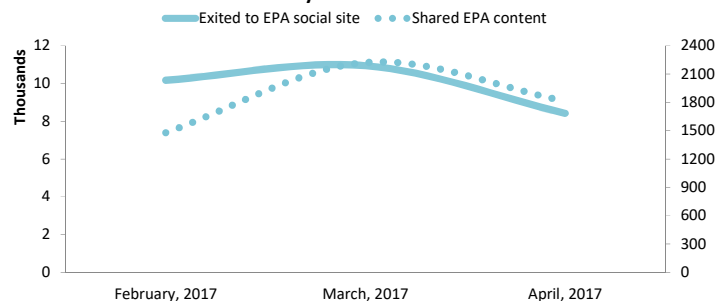
YouTube Channel

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

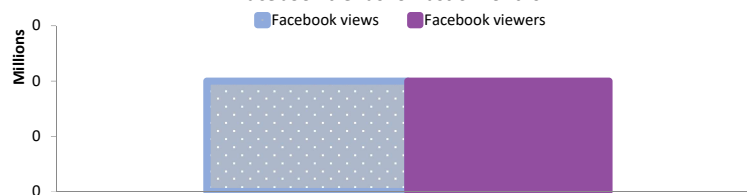
Return Sessions vs. New Session April, 2017



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

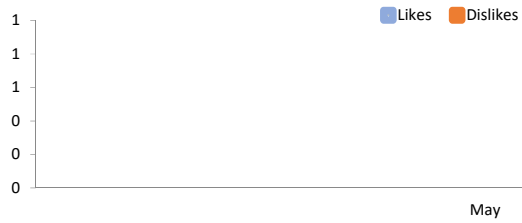
Top 10 Contact Us Pages	by pageviews	April, 2017	Top 10 Pages for Email Contact	by email clicks	April, 2017
Contact EPA U.S. Environmental Protection Agency		34,657	Regulatory Reform Laws & Regulations US EPA		692
Contact Us about EPA's Organizations About EPA U		5,019	State Asbestos Contacts Asbestos US EPA		398
State Asbestos Contacts Asbestos US EPA		3,944	Apply For or Update Your Renovation Firm's Lead-Safe Certificati		362
Enforcement: Contact Us Enforcement US EPA		1,978	State Tier II Reporting Requirements and Procedures Emergenc		124
Contact Us about Lead Lead US EPA		1,758	EPA Hotlines U.S. Environmental Protection Agency US EPA		118
Contact Us about Newsroom Newsroom US EPA		1,363	Contact Us About Effluent Guidelines Effluent Guidelines US E		112
Media Contacts Newsroom US EPA		1,167	EMC Methods Support Directory Air Emission Measurement Ce		109
State Contacts for NPS Programs Polluted Runoff: No		1,139	Media Contacts Newsroom US EPA		108
Contact EPA Region 9 (Pacific Southwest) About EPA		1,121	Selected EPA-registered Disinfectants Pesticide Registration U		93
EPA Regional Lead Contacts Lead US EPA		1,094	Contacts in the Office of Pesticide Programs, Registration Divisio		87
Top 20 Shared URLs				by number of shares	April, 2017
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					26
epa.gov/laws-regulations/regulatory-reform					6
epa.gov/newsreleases/epa-launches-back-basics-agenda-pennsylvania-coal-mine					6
search.epa.gov/epasearch/epasearch					5
epa.gov/climatechange/climate-change-basic-information					5
epa.gov/newsreleases/epa-awards-100-million-michigan-flint-water-infrastructure-upgrades					5
epa.gov/communityhealth/collegeunderserved-community-partnership-program-cupp					5
epa.gov/earthday					5
epa.gov/newsreleases/epa-review-clean-power-plan-under-president-trumps-executive-order					5
epa.gov/climate-change-science/causes-climate-change					5
www3.epa.gov/carbon-footprint-calculator/index.html					5
epa.gov/bedbugs/how-find-bed-bugs					4
epa.gov/climatechange/what-you-can-do-about-climate-change					4
epa.gov/lead					4
epa.gov/climate-impacts/climate-impacts-society					4
epa.gov/ground-water-and-drinking-water/basic-information-about-your-drinking-water					4
epa.gov/aboutepa/epas-administrator					4
epa.gov/newsreleases/epa-administrator-brings-back-basics-agenda-missouri-power-plant					4
epa.gov/newsreleases/epa-administrator-visits-contaminated-site-east-chicago-pledges-coordinated-cleanup					4
epa.gov/newsreleases/regulatory-reform-underway-epa					4
Top 10 External Links				by link clicks	April, 2017
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					6,534
http://search.earth911.com/					4,258
https://www.regulations.gov/docket?d=epa-hq-oa-2017-0190					3,763
https://www.data.gov/					3,278
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,477
http://www.regulations.gov/					2,428
https://epa.maps.arcgis.com/apps/webappviewer/index.html?id=5f239fd3e72f424f98ef3d5def547eb5&extent=-146.2334,13.1913,-46.3896,56.5319					2,254
https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					2,176
https://www.ipcc.ch/report/ar5/wg3/					2,120
http://www.ecyclingcentral.com/					2,111

YouTube Channel

Monthly Statistics

April, 2017

YouTube Likes/Dislikes for last 6 months



Demographics

April, 2017

0%

■ age13-17

YouTube Average View Duration for last 6 months

