

### Engaged Segments

Return Sessions	February, 2017	change from prior month		
Return Sessions	2,567,656	37,885	▲	1.5%
Pages per Session	3.74	0.08	▲	2.2%
compare to All Sessions	6,287,362	-135,408	▲	29.2%
Pages per Session	2.99	0.06	▲	2.1%

### User Actions on EPA site

Contact	February, 2017	change from prior month		
Clicked to Email EPA	9,587	-1,992	▲	26.2%
Viewed Contact Us Page	115,112	-6,043	▼	-5.0%
Social Media	February, 2017	change from prior month		
Shared EPA content	1,479	-1,322	▼	-47.2%
Total links shared	921	-233	▼	-20.2%
Exited to EPA social site	13,193	-1,644	▼	-11.1%
Other Actions	February, 2017	change from prior month		
Accessed External Link	408,140	12,461	▲	3.1%
Shares by Social Network	February, 2017	change from prior month		
Facebook	809	-989	▼	-55.0%
Google+	351	-37	▲	5.4%
Twitter	221	-241	▲	47.8%
Pinterest	85	-49	▲	63.4%

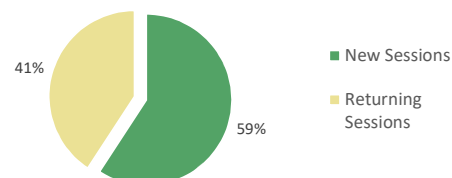
### Facebook

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

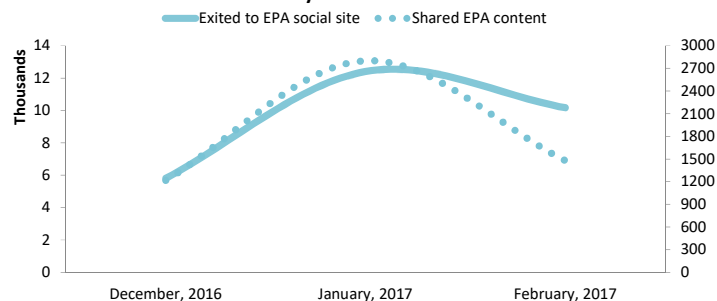
### YouTube Channel

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

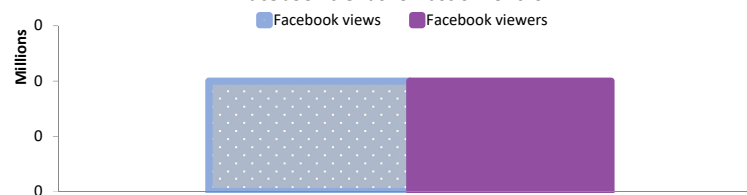
### Return Sessions vs. New Session February, 2017



### 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

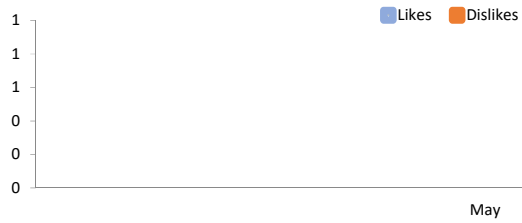
Top 10 Contact Us Pages	by pageviews	February, 2017	Top 10 Pages for Email Contact	by email clicks	February, 2017
Contact EPA   U.S. Environmental Protection Agency		32,677	State Tier II Reporting Requirements and Procedures   Emergenc		3,360
Contact Us about EPA's Organizations   About EPA   U		4,986	State Asbestos Contacts   Asbestos   US EPA		407
State Asbestos Contacts   Asbestos   US EPA		3,819	Apply For or Update Your Renovation Firm's Lead-Safe Certificati		389
Pesticide Establishment Registration and Reporting Co		2,154	Pesticide Establishment Registration and Reporting Contacts   Co		319
Contact Us about Lead   Lead   US EPA		2,041	Tier2 Submit Software   Emergency Planning and Community Rig		147
Enforcement: Contact Us   Enforcement   US EPA		1,812	Electronic Reporting for Pesticide Establishments   Compliance		133
Organization Chart/Current Headquarters Leadership f		1,250	Media Contacts   Newsroom   US EPA		92
EPA Regional Lead Contacts   Lead   US EPA		1,160	Organization Chart for the National Center for Environmental As		88
Media Contacts   Newsroom   US EPA		1,116	EMC Methods Support Directory   Air Emission Measurement Ce		84
Contacts in the Office of Pesticide Programs, Registrati		1,099	Selected EPA-registered Disinfectants   Pesticide Registration   U		78
Top 20 Shared URLs				by number of shares	February, 2017
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					17
www3.epa.gov/carbon-footprint-calculator/index.html					7
epa.gov/cleanwaterrule					5
epa.gov/climatechange/climate-change-basic-information					5
epa.gov/navajo-nation-uranium-cleanup					5
epa.gov/acidrain/what-acid-rain					5
epa.gov/climate-impacts/climate-impacts-human-health					5
search.epa.gov/epasearch/epasearch					5
epa.gov/burnwise/wood-smoke-and-your-health					5
epa.gov/enforcement/report-environmental-violations					5
epa.gov/history					4
epa.gov/lead					4
epa.gov/climatechange					4
epa.gov/nutrientpollution/sources-and-solutions-agriculture					4
epa.gov/air-research/multi-ethnic-study-atherosclerosis-mesa-air-study					4
epa.gov/smm					4
epa.gov/index.html					4
epa.gov/aboutepa/our-mission-and-what-we-do					4
epa.gov/sciencematters/living-close-roadways-health-concerns-and-mitigation-strategies					4
epa.gov/climate-change-science/future-climate-change					4
Top 10 External Links				by link clicks	February, 2017
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					6,295
http://search.earth911.com/					4,167
https://www.data.gov/					2,798
http://sosradon.org/test-kits					2,764
https://www.tceq.texas.gov/permitting/tier2/					2,283
https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					2,156
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,115
https://epa.maps.arcgis.com/apps/webappviewer/index.html?id=5f239fd3e72f424f98ef3d5def547eb5&extent=-146.2334,13.1913,-46.3896,56.5319					1,995
http://www.ecfr.gov/					1,922
http://epa.ohio.gov/dapc/serc.aspx					1,905

### YouTube Channel

#### Monthly Statistics

February, 2017

YouTube Likes/Dislikes for last 6 months



#### Demographics

February, 2017

0%

■ age13-17

YouTube Average View Duration for last 6 months

