

### Engaged Segments

Return Sessions	March, 2017	change from prior month
Return Sessions	2,940,238	372,582 ▲ 14.5%
Pages per Session	3.62	-0.12 ▼ -3.2%
compare to All Sessions	7,257,908	970,546 ▼ -2.1%
Pages per Session	3.06	0.07 ▲ 2.5%

### User Actions on EPA site

Contact	March, 2017	change from prior month
Clicked to Email EPA	7,779	1,808 ▼ -18.9%
Viewed Contact Us Page	140,790	25,678 ▲ 22.3%
Social Media	March, 2017	change from prior month
Shared EPA content	2,222	743 ▲ 50.2%
Total links shared	1,137	216 ▲ 23.5%
Exited to EPA social site	13,596	403 ▲ 3.1%
Other Actions	March, 2017	change from prior month
Accessed External Link	416,315	8,175 ▲ 2.0%
Shares by Social Network	March, 2017	change from prior month
Facebook	1,354	0 ► 0.0%
Google+	434	0 ▲ 10.6%
Twitter	307	0 ▲ 100.0%
Pinterest	114	0 ▲ 100.0%

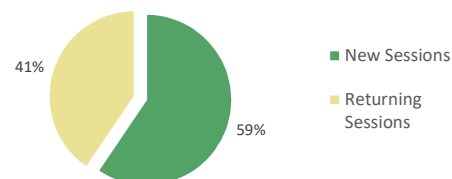
### Facebook

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

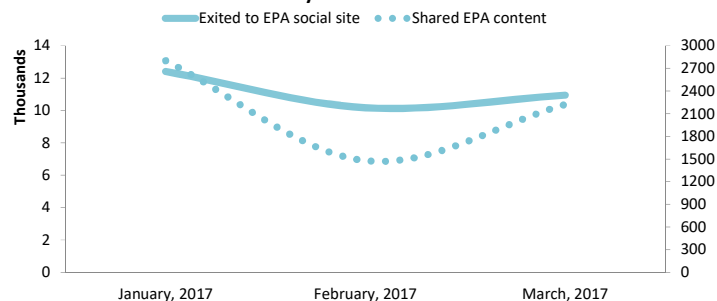
### YouTube Channel

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

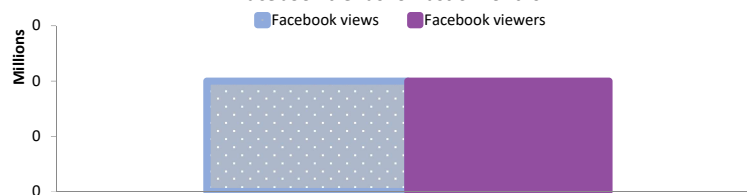
### Return Sessions vs. New Session March, 2017



### 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

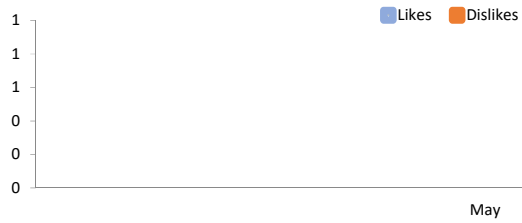
Top 10 Contact Us Pages	by pageviews	March, 2017	Top 10 Pages for Email Contact	by email clicks	March, 2017
Contact EPA   U.S. Environmental Protection Agency		46,232	State Tier II Reporting Requirements and Procedures   Emergenc		728
Contact Us about EPA's Organizations   About EPA   U		7,386	State Asbestos Contacts   Asbestos   US EPA		465
State Asbestos Contacts   Asbestos   US EPA		4,315	Apply For or Update Your Renovation Firm's Lead-Safe Certificati		430
Contact Us about Lead   Lead   US EPA		2,258	EMC Methods Support Directory   Air Emission Measurement Ce		139
Enforcement: Contact Us   Enforcement   US EPA		2,116	Organization Chart for the National Center for Environmental As		123
Media Contacts   Newsroom   US EPA		1,605	Media Contacts   Newsroom   US EPA		122
Contact Us about Newsroom   Newsroom   US EPA		1,596	EPA Hotlines   U.S. Environmental Protection Agency   US EPA		112
Contact EPA Region 9 (Pacific Southwest)   About EPA		1,390	Contact Us about Importing Vehicles and Engines   Importing Ve		93
EPA Regional Lead Contacts   Lead   US EPA		1,217	Contacts in the Office of Pesticide Programs, Registration Divisio		91
Contacts in the Office of Pesticide Programs, Registrati		1,195	EPA Regional Lead Contacts   Lead   US EPA		86
Top 20 Shared URLs				by number of shares	March, 2017
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					36
epa.gov/ghgemissions/global-greenhouse-gas-emissions-data					6
epa.gov/climatechange/climate-change-basic-information					5
epa.gov/ghgemissions/overview-greenhouse-gases					5
epa.gov/climate-change-science/causes-climate-change					5
epa.gov/acidrain/what-acid-rain					5
epa.gov/newsreleases/epa-act-waters-united-states-rule-1					5
epa.gov/enforcement/report-environmental-violations					5
epa.gov/climate-indicators/greenhouse-gases					5
epa.gov/rmp/final-amendments-risk-management-program-rmp-rule					4
epa.gov/wqs-tech/revised-interpretation-clean-water-act-tribal-provision					4
epa.gov/climate-impacts/climate-impacts-human-health					4
epa.gov/climate-impacts/climate-impacts-agriculture-and-food-supply					4
epa.gov/controlling-air-pollution-oil-and-natural-gas-industry/oil-and-gas-industry-information-requests					4
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants					4
epa.gov/students					4
epa.gov/newsreleases/epa-withdraws-information-request-oil-and-gas-industry					4
epa.gov/wqs-tech/final-rule-cadmium-aquatic-life-criterion-applicable-oregon-fresh-waters					4
epa.gov/pollinator-protection/colony-collapse-disorder					4
epa.gov/newsreleases/epa-awards-100-million-michigan-flint-water-infrastructure-upgrades					4
Top 10 External Links				by link clicks	March, 2017
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					6,316
https://www.whitehouse.gov/the-press-office/2017/02/28/presidential-executive-order-restoring-rule-law-federalism-and-economic					4,643
http://search.earth911.com/					4,438
https://www.data.gov/					2,986
https://www.ipcc.ch/report/ar5/wg3/					2,413
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,322
https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					2,226
https://epa.maps.arcgis.com/apps/webappviewer/index.html?id=5f239fd3e72f424f98ef3d5def547eb5&extent=-146.2334,13.1913,-46.3896,56.5319					2,143
http://sosradon.org/test-kits					2,054
http://www.ecfr.gov/					2,030

### YouTube Channel

#### Monthly Statistics

March, 2017

YouTube Likes/Dislikes for last 6 months



#### Demographics

March, 2017

0%

■ age13-17

YouTube Average View Duration for last 6 months

