

Engaged Segments

Return Visits	January 2014	change from prior month		
Return Visits	2,592,377	391,830	▲	17.8%
Pages per Visit	3.60	0.44	▲	14.1%
<i>compare to All Visits</i>	7,381,057	539,021	▲	7.9%
Pages per Visit	2.88	0.32	▲	12.5%

Visitor Actions on EPA site

Contact	January 2014	change from prior month		
Clicked to Email EPA	10,701	4,563	▲	74.3%
Viewed Contact Us Page	142,331	48,023	▲	50.9%
Social Media	January 2014	change from prior month		
Shared EPA content	1,349	314	▲	30.3%
Total links shared	859	156	▲	22.2%
Exited to EPA social site	6,471	1,641	▲	34.0%
Other Actions	January 2014	change from prior month		
Accessed External Link	288,897	87,503	▲	43.4%
Shares by Social Network	January 2014	change from prior month		
Facebook	911	228	▲	33.4%
Twitter	335	82	▲	32.4%
Reddit	101	3	▲	3.1%

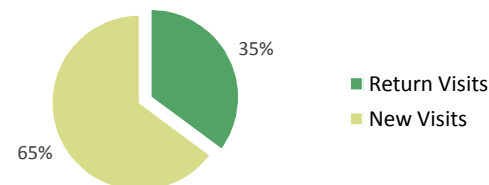
Facebook

EPA page on Facebook	January 2014	change from prior month		
Monthly Views	500,282	-113,575	▼	-18.5%
Monthly Viewers	171,510	-79,971	▼	-31.8%
Monthly News Feed Stories	6,757	1,540	▲	29.5%
Total Lifetime Likes	91,090	3,417	▲	3.9%

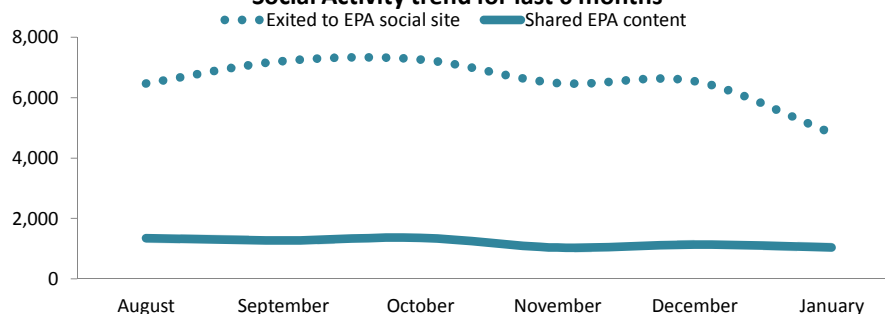
YouTube Channel

Video Views	January 2014	change from prior month		
Monthly Views	39,171	5,673	▲	16.9%
Monthly Shares	84	16	▲	23.5%
Monthly Comments	50	-1	▼	-2.0%
Net Subscribers Gained	125	5,304	▼	-102.4%

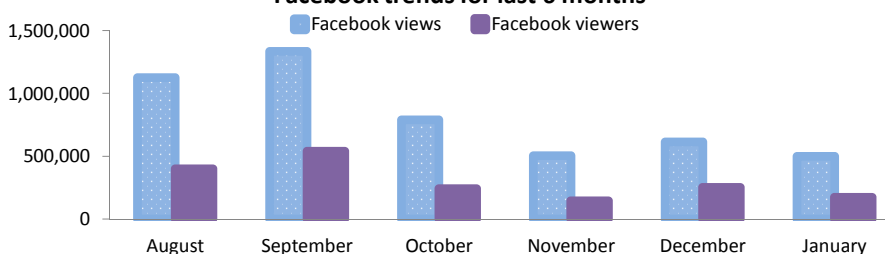
Return Visits vs. New Visits January 2014



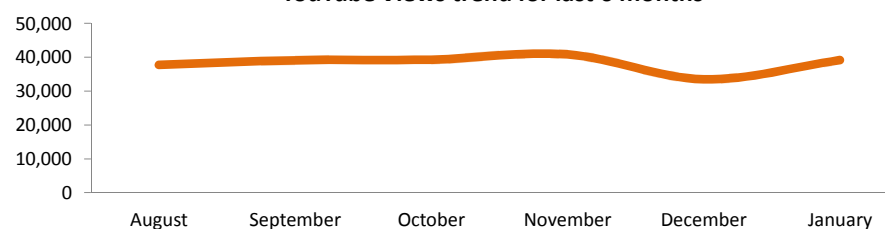
Social Activity trend for last 6 months



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 2014	Top 10 Pages for Email Contact	by email clicks	January 2014
Contact EPA EPA Home US EPA		17,141	State Tier II Reporting Requirements and Procedures EPCRA Ti		752
State Radon Contacts: Virginia Radon US Environm		5,204	State Asbestos Contacts Asbestos US EPA		266
Contact Us about EPA's Organization and History Ab		4,144	Server Error US EPA		204
ENERGY STAR Contact Us : ENERGY STAR		3,218	EPA - NPDES Contacts		188
State Radon Contacts: Washington Radon US Envir		3,115	Environmental Careers Program (ECP) Careers US EPA		172
State Radon Contacts: California Radon US Environ		3,039	Tier2 Submit Software EPCRA Tier I and Tier II Reporting US I		172
State Radon Contacts: Pennsylvania Radon US Envi		2,785	Current Job Openings Careers US EPA		157
State Radon Contacts: Michigan Radon US Environ		2,421	Ordering NSCEP US EPA		157
EPA - NPDES Contacts		2,367	Hazardous Waste Electronic Manifest System Wastes US EPA		125
State Asbestos Contacts Asbestos US EPA		2,356	Student Internships Careers US EPA		125

Top 20 Shared URLs	by number of shares	January 2014
www.epa.gov/radon/pubs/citguide.html#area		29
www.epa.gov/epawaste/hazard/index.htm		14
www.epa.gov/waste/hazard/transportation/manifest/e-man.htm		14
www.epa.gov/radon/pubs/citguide.html		13
www.epa.gov/air/toxicair/newtoxics.html		12
www.epa.gov/radon/#area		11
www.epa.gov/radon/glossary.html#area		10
www.epa.gov/radon/nram/		10
www.epa.gov/iaq/pubs/ozonegen.html		9
www.epa.gov/smokefree/healtheffects.html		9
yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-1-15_final_bristol_bay_assessment		9
nlquery.epa.gov/epasearch/epasearch?querytext=&fld=&areaname=&areacontacts=&areasearchurl=&typeofsearch=epa&result_template=epafiles		8
www.epa.gov/epahome/bookmarks.html		8
yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-1-15_final_bristol_bay_assessment#area		8
www.epa.gov/oust/index.htm		7
www.epa.gov/pestwise/grants/regionalaggrants.html#area		7
www.epa.gov/radon/nram/#area		7
epa.gov/otaq/ports/#area		6
www.epa.gov/nrmrl/wswrd/wq/models/swc/		6
www.epa.gov/radon/		6

Top 10 External Links	by link clicks	January 2014
http://search.earth911.com/		6,476
https://my.usajobs.gov/studentjobs		3,701
http://sosradon.org/test-kits		3,544
https://www.usajobs.gov/jobsearch/search/getresults?internship=yes		2,885
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422		2,447
https://www.sam.gov/portal/public/sam/		2,278
http://www3.aqmd.gov/webappl/gisaqi2/vemap3d.aspx?query=forecast_no_burn_daily_prod		2,027
http://www.usajobs.com/		2,001
http://www.irs.gov/		1,854
http://www.ecfr.gov/		1,846