

### Engaged Segments

Return Visits	February 2014	change from prior month		
Return Visits	2,745,950	153,573	▲	5.9%
Pages per Visit	3.55	-0.05	▼	-1.3%
<i>compare to All Visits</i>	7,605,005	223,948	▲	3.0%
Pages per Visit	2.89	0.01	▲	0.4%

### Visitor Actions on EPA site

Contact	February 2014	change from prior month		
Clicked to Email EPA	12,201	1,500	▲	14.0%
Viewed Contact Us Page	138,023	-4,308	▼	-3.0%
Social Media	February 2014	change from prior month		
Shared EPA content	1,081	-268	▼	-19.9%
Total links shared	766	-93	▼	-10.8%
Exited to EPA social site	6,142	-329	▼	-5.1%
Other Actions	February 2014	change from prior month		
Accessed External Link	295,044	6,147	▲	2.1%
Shares by Social Network	February 2014	change from prior month		
Facebook	696	-215	▼	-23.6%
Twitter	245	-90	▼	-26.9%
Reddit	88	-13	▼	-12.9%
Gplus	37	37	►	0.0%

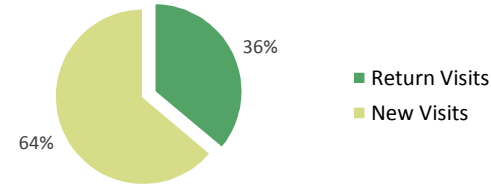
### Facebook

EPA page on Facebook	February 2014	change from prior month		
Monthly Views	1,242,977	742,695	▲	148.5%
Monthly Viewers	440,251	268,741	▲	156.7%
Monthly News Feed Stories	7,399	642	▲	9.5%
Total Lifetime Likes	93,331	2,104	▲	2.3%

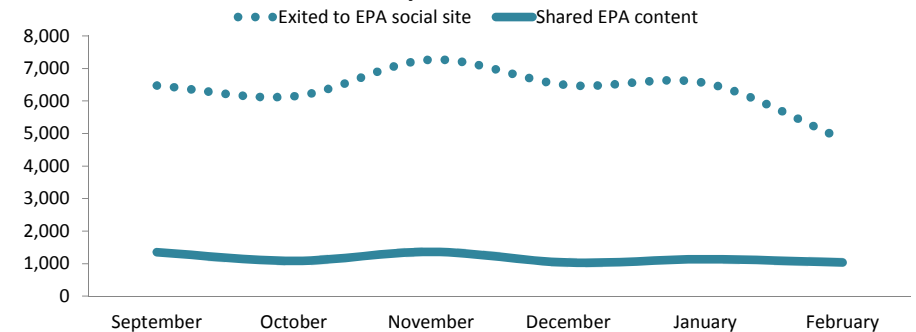
### YouTube Channel

Video Views	February 2014	change from prior month		
Monthly Views	43,625	4,454	▲	11.4%
Monthly Shares	109	25	▲	29.8%
Monthly Comments	66	16	▲	32.0%
Net Subscribers Gained	205	6,384	▼	-103.3%

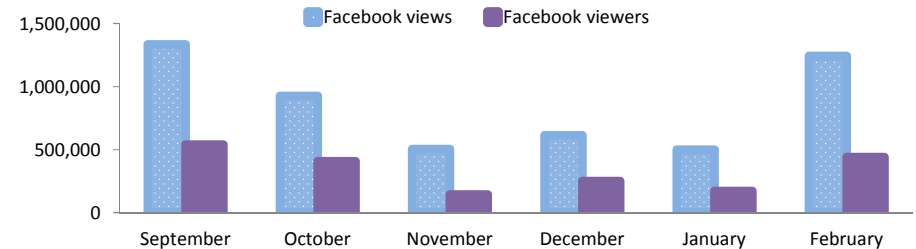
### Return Visits vs. New Visits February 2014



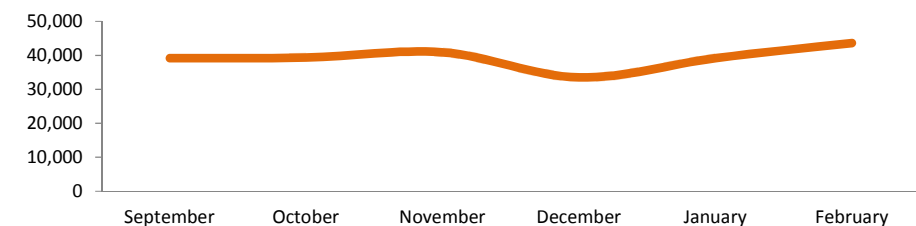
### Social Activity trend for last 6 months



### 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	February 2014	Top 10 Pages for Email Contact	by email clicks	February 2014
Contact EPA   EPA Home   US EPA		18,948	State Tier II Reporting Requirements and Procedures   EPCRA Ti		2,986
State Radon Contacts: Washington   Radon   US Envir		12,562	State Asbestos Contacts   Asbestos   US EPA		304
Contact Us about EPA's Organization and History   Ab		5,131	Tier2 Submit Software   EPCRA Tier I and Tier II Reporting   US I		256
State Radon Contacts: Oregon   Radon   US Environm		4,292	How to Comment on the Proposed Carbon Pollution Standards f		142
State Emergency Response Commissions Contacts   El		4,259	Student Internships   Careers   US EPA		110
ENERGY STAR Contact Us : ENERGY STAR		3,188	EPA - NPDES Contacts		105
State Asbestos Contacts   Asbestos   US EPA		2,766	State Emergency Response Commissions Contacts   EPCRA Tier		104
EPA - NPDES Contacts		2,573	Media Contacts   Newsroom   US EPA		102
State Radon Contacts: California   Radon   US Environ		2,552	Ordering   NSCEP   US EPA		100
State Radon Contacts: Virginia   Radon   US Environm		2,239	Environmental Careers Program (ECP)   Careers   US EPA		91

Top 20 Shared URLs	by number of shares	February 2014
<a href="http://www.epa.gov/epahome/bookmarks.html">www.epa.gov/epahome/bookmarks.html</a>		10
<a href="http://www.epa.gov/oppfead1/safety/workers/proposed/index.html">www.epa.gov/oppfead1/safety/workers/proposed/index.html</a>		10
<a href="http://yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-2-28_bristol_bay">yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-2-28_bristol_bay</a>		10
<a href="http://www.epa.gov/smartgrowth/awards.htm">www.epa.gov/smartgrowth/awards.htm</a>		9
<a href="http://www.epa.gov/iaq/pubs/airduct.html#area">www.epa.gov/iaq/pubs/airduct.html#area</a>		8
<a href="http://www.epa.gov/radiation/">www.epa.gov/radiation/</a>		8
<a href="http://yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/ef8530fc7484d94d85257c85006a24f6!OpenDocument">yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/ef8530fc7484d94d85257c85006a24f6!OpenDocument</a>		7
<a href="http://www.epa.gov/oppfead1/newsroom/psa/mixteco-farmworker.html">www.epa.gov/oppfead1/newsroom/psa/mixteco-farmworker.html</a>		6
<a href="http://www.epa.gov/radon/">www.epa.gov/radon/</a>		6
<a href="http://www.epa.gov/radon/pubs/citguide.html">www.epa.gov/radon/pubs/citguide.html</a>		6
<a href="http://www.epa.gov/smokefree/healtheffects.html#area">www.epa.gov/smokefree/healtheffects.html#area</a>		6
<a href="http://yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/d4ab4ebb7ac1300d85257c700051d0cc!OpenDocument#area">yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/d4ab4ebb7ac1300d85257c700051d0cc!OpenDocument#area</a>		6
<a href="http://yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-2-28_bristol_bay#area">yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-2-28_bristol_bay#area</a>		6
<a href="http://nepis.epa.gov/Exe/ZyNET.exe/P100E65G.TXT?ZyActionD=ZyDocument&amp;Client=EPA&amp;Index=2011%2BThru%2B2015&amp;Docs=&amp;Query=&amp;Time=&amp;EndTim">nepis.epa.gov/Exe/ZyNET.exe/P100E65G.TXT?ZyActionD=ZyDocument&amp;Client=EPA&amp;Index=2011%2BThru%2B2015&amp;Docs=&amp;Query=&amp;Time=&amp;EndTim</a>		5
<a href="http://water.epa.gov/drink/contaminants/#area">water.epa.gov/drink/contaminants/#area</a>		5
<a href="http://water.epa.gov/type/watersheds/monitoring/nars-challenge.cfm#area">water.epa.gov/type/watersheds/monitoring/nars-challenge.cfm#area</a>		5
<a href="http://www.epa.gov/epp/draftGuidelines/">www.epa.gov/epp/draftGuidelines/</a>		5
<a href="http://www.epa.gov/mold/moldguide.html">www.epa.gov/mold/moldguide.html</a>		5
<a href="http://www.epa.gov/region2/superfund/npl/newburgh/index.html">www.epa.gov/region2/superfund/npl/newburgh/index.html</a>		5
<a href="http://yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/477ef3a8d3d2189085257c8a0053e405!OpenDocument#area">yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/477ef3a8d3d2189085257c8a0053e405!OpenDocument#area</a>		5

Top 10 External Links	by link clicks	February 2014
<a href="http://search.earth911.com/">http://search.earth911.com/</a>		4,874
<a href="https://my.usajobs.gov/studentjobs">https://my.usajobs.gov/studentjobs</a>		3,063
<a href="https://www.usajobs.gov/jobsearch/search/getresults?internship=yes">https://www.usajobs.gov/jobsearch/search/getresults?internship=yes</a>		2,398
<a href="http://www.irs.gov/">http://www.irs.gov/</a>		2,348
<a href="https://www.sam.gov/portal/public/sam/">https://www.sam.gov/portal/public/sam/</a>		2,108
<a href="http://sosradon.org/test-kits">http://sosradon.org/test-kits</a>		1,923
<a href="http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr">http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr</a>		1,799
<a href="http://www.ecfr.gov/">http://www.ecfr.gov/</a>		1,786
<a href="http://www.gpo.gov/fdsys/pkg/cfr-2012-title40-vol27/xml/cfr-2012-title40-vol27-sec261-31.xml">http://www.gpo.gov/fdsys/pkg/cfr-2012-title40-vol27/xml/cfr-2012-title40-vol27-sec261-31.xml</a>		1,777
<a href="http://www.usajobs.com/">http://www.usajobs.com/</a>		1,776