

Engaged Segments

Return Visits	March 2014	change from prior month		
Return Visits	3,044,693	298,743	▲	10.9%
Pages per Visit	3.58	0.03	▲	0.9%
<i>compare to All Visits</i>	8,178,012	573,007	▲	7.5%
Pages per Visit	2.92	0.03	▲	1.1%

Visitor Actions on EPA site

Contact	March 2014	change from prior month		
Clicked to Email EPA	9,574	-2,627	▼	-21.5%
Viewed Contact Us Page	140,390	2,367	▲	1.7%
Social Media	March 2014	change from prior month		
Shared EPA content	1,824	743	▲	68.7%
Total links shared	1,000	234	▲	30.5%
Exited to EPA social site	7,138	996	▲	16.2%
Other Actions	March 2014	change from prior month		
Accessed External Link	281,423	-13,621	▼	-4.6%
Shares by Social Network	March 2014	change from prior month		
Facebook	856	160	▲	23.0%
Gplus	558	521	▲	1408.1%
Twitter	258	13	▲	5.3%
Pinterest	150	136	▲	971.4%

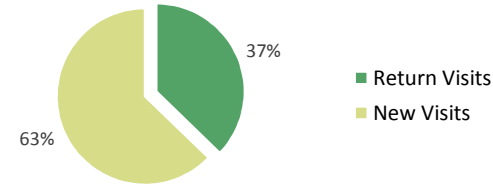
Facebook

EPA page on Facebook	March 2014	change from prior month		
Monthly Views	1,172,862	-70,115	▼	-5.6%
Monthly Viewers	384,498	-55,753	▼	-12.7%
Monthly News Feed Stories	11,050	3,651	▲	49.3%
Total Lifetime Likes	96,295	2,964	▲	3.2%

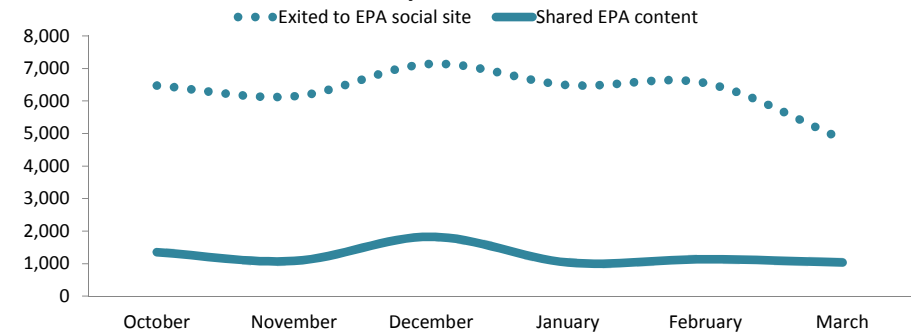
YouTube Channel

Video Views	March 2014	change from prior month		
Monthly Views	46,930	2,950	▲	6.7%
Monthly Shares	72	-37	▼	-33.9%
Monthly Comments	66	0	▶	0.0%
Net Subscribers Gained	153	6,725	▼	-102.3%

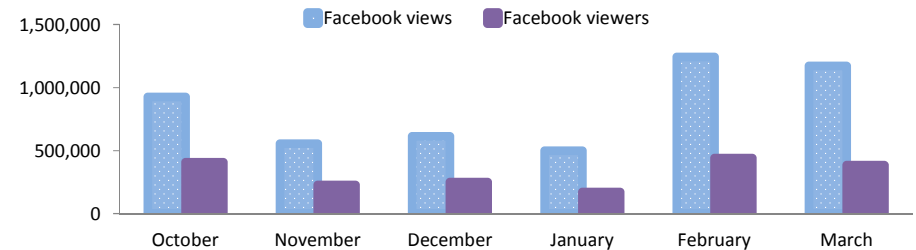
Return Visits vs. New Visits March 2014



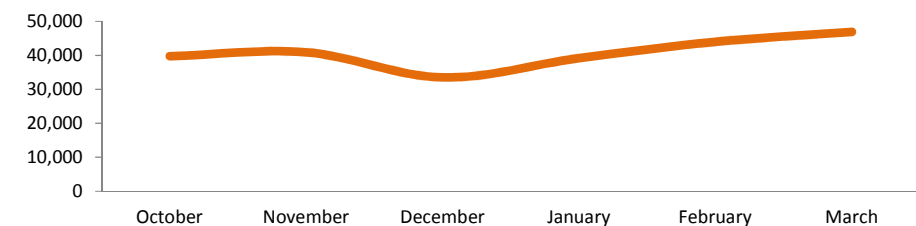
Social Activity trend for last 6 months



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	March 2014	Top 10 Pages for Email Contact	by email clicks	March 2014
Contact EPA EPA Home US EPA		20,946	State Asbestos Contacts Asbestos US EPA		365
Contact Us about EPA's Organization and History Ab		5,828	State Tier II Reporting Requirements and Procedures Emergen		246
State Radon Contacts: California Radon US Environ		4,033	State Tier II Reporting Requirements and Procedures EPCRA Ti		244
State Asbestos Contacts Asbestos US EPA		3,433	Ordering NSCEP US EPA		127
ENERGY STAR Contact Us : ENERGY STAR		3,272	EPA - TTN EMC Directory		106
State Radon Contacts: Pennsylvania Radon US Env		3,197	Contact Us US EPA		104
State Radon Contacts: Illinois Radon US Environme		3,154	Student Internships Careers US EPA		103
State Radon Contacts: Ohio Radon US Environmen		3,114	EPA - NPDES Contacts		101
State Radon Contacts: Virginia Radon US Environm		3,104	Green Infrastructure Green Infrastructure US EPA		98
State Radon Contacts: New York Radon US Environ		3,101	Media Contacts Newsroom US EPA		96

Top 20 Shared URLs	by number of shares	March 2014
www.epa.gov/reg3esd1/nepa/eis.htm#ea		48
www.epa.gov/otaq/tier3.htm		40
www.epa.gov/iaq/pubs/airduct.html#area		31
www.epa.gov/compliance/assistance/sectors/minerals/processing/bevilltraining.html		24
www.epa.gov/otaq/tier3-2-2.htm		24
www.epa.gov/pesticides/#content		21
www.epa.gov/greenvehicles/about/index.htm		20
www.epa.gov/greenhomes/WholeHouse.htm#heating		18
www.epa.gov/mold/moldguide.html		12
yosemite.epa.gov/opa/admpress.nsf/names/r10_2014-2-28_bristol_bay		12
water.epa.gov/drink/contaminants/index.cfm		10
www.epa.gov/ozone/title6/phaseout/22phaseout.html		9
www.epa.gov/radon/pubs/citguide.html#area		9
www.epa.gov/mold/moldguide.html#area		8
www.epa.gov/pesticides/factsheets/child-ten-tips-esp.htm		8
www.epa.gov/productreview/mockups/morin/earthday/actonclimate/index-jmMAR31b.html#area		8
yosemite.epa.gov/opa/admpress.nsf/3881d73f4d4aaa0b85257359003f5348/ae90dedd9595a02485257ca600557e30		8
nepis.epa.gov/Exe/ZyNET.exe/30003D39.txt?ZyActionD=ZyDocument&Client=EPA&Index=1995 Thru 1999&Docs=&Query=&Time=&EndTime=&Sea		7
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/ae90dedd9595a02485257ca600557e30!OpenDocument#area		7
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/ce8984957ffefa6a85257c90004fe802!OpenDocument#area		7

Top 10 External Links	by link clicks	March 2014
http://search.earth911.com/		5,783
https://my.usajobs.gov/studentjobs		3,235
https://www.usajobs.gov/jobsearch/search/getresults?internship=yes		2,394
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422		2,318
https://www.sam.gov/portal/public/sam/		2,295
http://www.irs.gov/		2,094
http://www.usajobs.com/		2,046
http://www.ecfr.gov/		1,839
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr		1,837
http://sosradon.org/test-kits		1,681