

Engaged Segments

Return Sessions	April 2014	change from prior month		
Return Sessions	3,214,608	169,915	▲	5.6%
Pages per Session	3.66	0.08	▲	2.2%
compare to All Sessions	8,294,433	116,421	▲	1.4%
Pages per Session	3.06	0.14	▲	4.8%

User Actions on EPA site

Contact	April 2014	change from prior month		
Clicked to Email EPA	9,112	-462	▼	-4.8%
Viewed Contact Us Page	142,596	2,206	▲	1.6%
Social Media	April 2014	change from prior month		
Shared EPA content	1,921	97	▲	5.3%
Total links shared	1,000	0	▶	0.0%
Exited to EPA social site	9,348	2,210	▲	31.0%
Other Actions	April 2014	change from prior month		
Accessed External Link	288,814	7,391	▲	2.6%
Shares by Social Network	April 2014	change from prior month		
Facebook	854	-2	▼	-0.2%
Gplus	505	-53	▼	-9.5%
Twitter	355	97	▲	37.6%
Pin	204	54	▲	36.0%

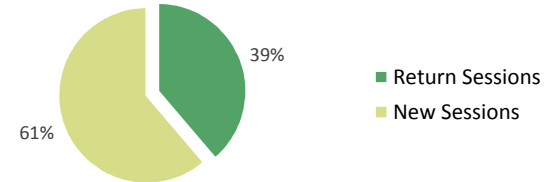
Facebook

EPA page on Facebook	April 2014	change from prior month		
Monthly Views	2,594,225	1,421,363	▲	121.2%
Monthly Viewers	738,154	353,656	▲	92.0%
Monthly News Feed Stories	28,221	17,171	▲	155.4%
Total Lifetime Likes	101,020	4,680	▲	4.9%

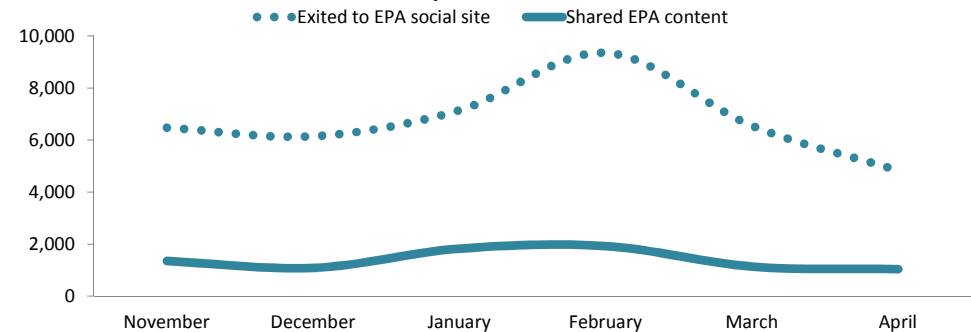
YouTube Channel

Video Views	April 2014	change from prior month		
Monthly Views	56,217	8,965	▲	19.0%
Monthly Shares	108	36	▲	50.0%
Monthly Comments	90	24	▲	36.4%
Net Subscribers Gained	192	8,860	▼	-102.2%

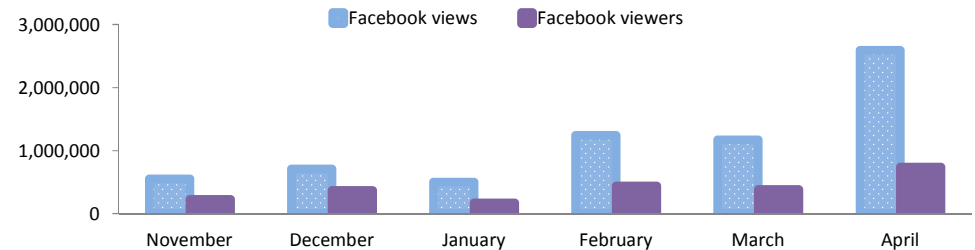
Return Sessions vs. New Sessions April 2014



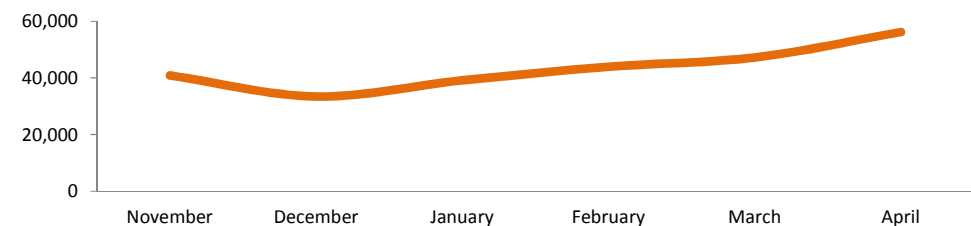
Social Activity trend for last 6 months



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	April 2014	Top 10 Pages for Email Contact	by email Clicks	April 2014
Contact EPA EPA Home US EPA		21,127	State Asbestos Contacts Asbestos US EPA		388
Contact Us about EPA's Organization and History Ab		5,978	State Tier II Reporting Requirements and Procedures Emergen		136
State Radon Contacts: California Radon US Environ		4,535	EPA - NPDES Contacts		131
State Radon Contacts: New York Radon US Enviror		3,582	Media Contacts Newsroom US EPA		120
State Asbestos Contacts Asbestos US EPA		3,520	Ordering NSCEP US EPA		96
ENERGY STAR Contact Us : ENERGY STAR		3,209	EPA- U.S. State Information		95
State Radon Contacts: Illinois Radon US Environme		3,195	Contact Us US EPA		92
State Radon Contacts: Virginia Radon US Environm		3,153	International and National Materials Exchanges Conservation		85
State Radon Contacts: Michigan Radon US Environ		3,133	Generic Chemical ACToR US EPA		83
State Radon Contacts: Pennsylvania Radon US Env		3,044	EPA - TTN EMC Directory		79

Top 20 Shared URLs	by number of Shares	April 2014
epa.gov/earthday/actonclimate/index.html		41
epa.gov/radon/pubs/citguide.html		32
epa.gov/iaq/pubs/airduct.html		26
epa.gov/acidrain/what/index.html		23
epa.gov/earthday/tips.htm		22
epa.gov/greenpower/toplists/top100.htm		19
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceec8525735900400c27/ae90dedd9595a02485257ca600557e30!opendocument		19
epa.gov/pick5/printyourpick5.html		19
epa.gov/pick5/index.html		18
epa.gov/mold/moldguide.html		17
epa.gov/earthday/history.htm		15
epa.gov/osw/index.html		13
epa.gov/epahome/home.htm		13
epa.gov/radon/pubs/hmbyguid.html		13
epa.gov/smokefree/healtheffects.html		12
yosemite.epa.gov/opa/admpress.nsf/0/14386cf2ac178f3885257cc10057a307		11
epa.gov/opptintr/epp/pubs/claims.htm		10
epa.gov/greenpower/toplists/index.html		10
epa.gov/acidrain/measure/ph.html		10
epa.gov/epawaste/conserve/materials/ecycling/donate.htm		9

Top 10 External Links	by link Clicks	April 2014
http://search.earth911.com/		5,371
http://mp118885.cdn.mediaplatform.com/118885/ml/mp/4000/5345/5417/34547/lobby/default.htm		2,552
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422		2,353
https://www.sam.gov/portal/public/sam/		2,246
https://www.usajobs.gov/studentsandgrads		2,168
http://www.usajobs.com/		2,095
http://sosradon.org/test-kits		1,878
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr		1,776
http://www.ecfr.gov/		1,726
http://www.regulations.gov/		1,693