

Engaged Segments

Return Sessions	May 2014	change from prior month		
Return Sessions	2,949,490	-265,118	▼	-8.2%
Pages per Session	3.53	-0.13	▼	-3.4%
compare to All Sessions	7,899,293	-395,140	▼	-4.8%
Pages per Session	2.89	-0.17	▼	-5.5%

User Actions on EPA site

Contact	May 2014	change from prior month		
Clicked to Email EPA	8,773	-339	▼	-3.7%
Viewed Contact Us Page	130,738	-11,858	▼	-8.3%
Social Media	May 2014	change from prior month		
Shared EPA content	1,666	-255	▼	-13.3%
Total links shared	1,000	0	►	0.0%
Exited to EPA social site	7,516	-1,832	▼	-19.6%
Other Actions	May 2014	change from prior month		
Accessed External Link	256,322	-32,492	▼	-11.3%
Shares by Social Network	May 2014	change from prior month		
Facebook	755	-99	▼	-11.6%
Gplus	472	-33	▼	-6.5%
Twitter	299	-56	▼	-15.8%
Pin	138	-66	▼	-32.4%

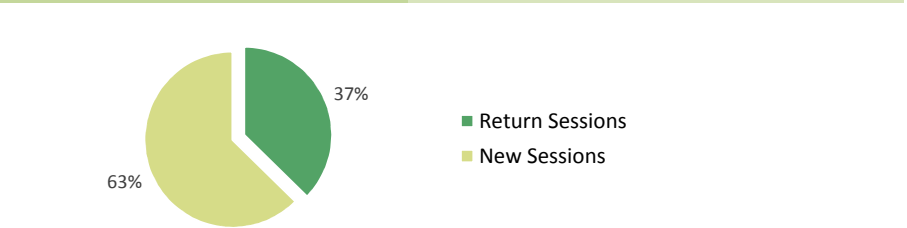
Facebook

EPA page on Facebook	May 2014	change from prior month		
Monthly Views	2,280,009	-314,216	▼	-12.1%
Monthly Viewers	525,976	-212,178	▼	-28.7%
Monthly News Feed Stories	20,975	-7,246	▼	-25.7%
Total Lifetime Likes	105,301	4,281	▲	4.2%

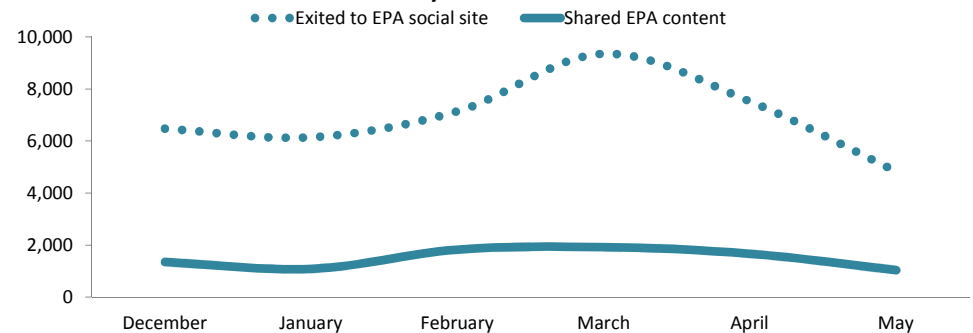
YouTube Channel

Video Views	May 2014	change from prior month		
Monthly Views	46,436	-9,632	▼	-17.2%
Monthly Shares	96	-12	▼	-11.1%
Monthly Comments	72	-18	▼	-20.0%
Net Subscribers Gained	138	8,571	▼	-101.6%

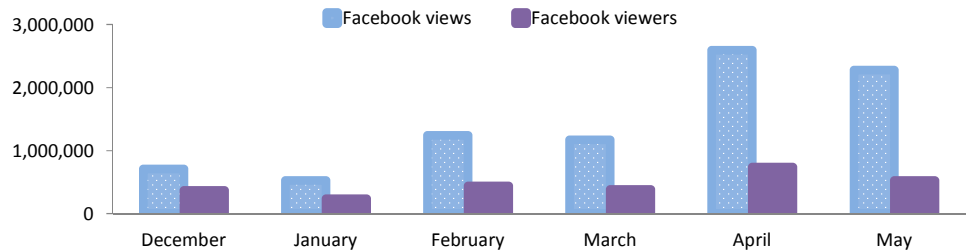
Return Sessions vs. New Sessions



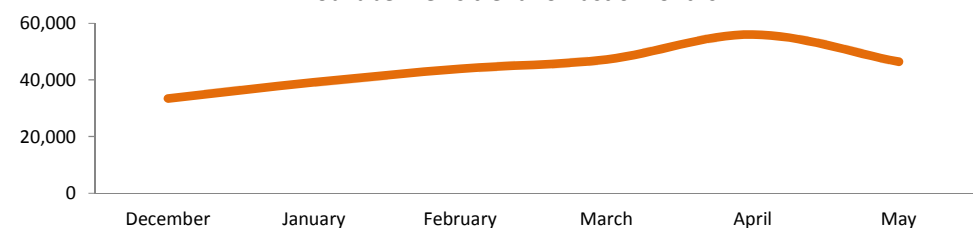
Social Activity trend for last 6 months



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	May 2014	Top 10 Pages for Email Contact	by email Clicks	May 2014
Contact EPA EPA Home US EPA		20,027	State Asbestos Contacts Asbestos US EPA		332
Contact Us about EPA's Organization and History Ab		5,628	Generic Chemical ACToR US EPA		151
State Radon Contacts: California Radon US Environ		3,577	Basic Information OHS US EPA		134
State Asbestos Contacts Asbestos US EPA		3,140	EPA - NPDES Contacts		119
State Radon Contacts: Illinois Radon US Environme		2,947	Contact Us US EPA		109
State Radon Contacts: Pennsylvania Radon US Env		2,937	Media Contacts Newsroom US EPA		98
State Radon Contacts: New York Radon US Enviror		2,869	EPA- U.S. State Information		85
State Radon Contacts: Virginia Radon US Environm		2,842	Ordering NSCEP US EPA		78
EPA - NPDES Contacts		2,793	State Tier II Reporting Requirements and Procedures Emergen		74
ENERGY STAR Contact Us : ENERGY STAR		2,696	EPA - TTN EMC Directory		73

Top 20 Shared URLs	by number of Shares	May 2014
epa.gov/mold/moldguide.html		29
epa.gov/asthma/awareness.html		23
epa.gov/radon/pubs/citguide.html		23
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/2bfb942d921c689785257cd6006049f1!opendocument		18
enviroatlas.epa.gov/enviroatlas/index.html		16
water.epa.gov/type/wetlands/outreach/index.html		16
epa.gov/iaq/pubs/airduct.html		15
epa.gov/ozone/title6/phaseout/22phaseout.html		13
epa.gov/radon/pubs/hmbyguid.html		11
epa.gov/ttn/atw/petref.html		11
epa.gov/smokefree/healtheffects.html		10
water.epa.gov/drink/drinkingwaterweek/index.html		9
epa.gov/greenpower/toplists/top100.htm		9
epa.gov/earthday/actonclimate/index.html		9
epa.gov/environmentaljustice/indigenous/index.html		8
epa.gov/naturaldisasters/tornadoes.html		8
water.epa.gov/infrastructure/watersecurity/climate/index.cfm		8
epa.gov/ncer/rfa/2014/2014_gro_undergrad.html		8
epa.gov/osw/conserves/materials/plastics.htm		8
epa.gov/cleandiesel/prgnational.htm		8

Top 10 External Links	by link Clicks	May 2014
http://search.earth911.com/		4,935
https://www.sam.gov/portal/public/sam/		2,222
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422		2,128
http://www.regulations.gov/		1,895
https://www.usajobs.gov/studentsandgrads		1,725
http://www.usajobs.com/		1,705
http://www.ecfr.gov/		1,666
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr		1,560
http://sosradon.org/test-kits		1,334
http://www.fueleconomy.gov/		1,152