

Engaged Segments

Return Sessions	July 2014	change from prior month		
Return Sessions	2,465,576	-150,220	▼	-5.7%
Pages per Session	3.65	-0.01	▼	-0.3%
compare to All Sessions	6,303,639	-485,201	▼	-7.1%
Pages per Session	2.86	-0.01	▼	-0.5%

User Actions on EPA site

Contact	July 2014	change from prior month		
Clicked to Email EPA	12,752	-671	▼	-5.0%
Viewed Contact Us Page	126,516	-1,272	▼	-1.0%
Social Media	July 2014	change from prior month		
Shared EPA content	1,255	-110	▼	-8.1%
Total links shared	912	-2	▼	-0.2%
Exited to EPA social site	6,607	-752	▼	-10.2%
Other Actions	July 2014	change from prior month		
Accessed External Link	353,266	11,736	▲	3.4%
Shares by Social Network	July 2014	change from prior month		
Facebook	597	-69	▼	-10.4%
Gplus	368	-7	▼	-1.9%
Twitter	186	-24	▼	-11.4%
Pin	103	-11	▼	-9.6%

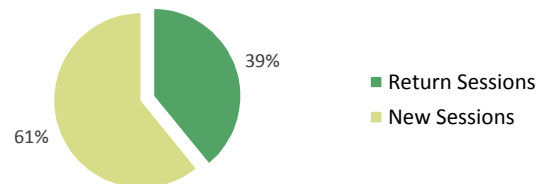
Facebook

EPA page on Facebook	July 2014	change from prior month		
Monthly Views	2,915,355	-1,698,114	▼	-36.8%
Monthly Viewers	539,740	-650,881	▼	-54.7%
Monthly News Feed Stories	25,798	-2,387	▼	-8.5%
Total Lifetime Likes	114,094	4,126	▲	3.8%

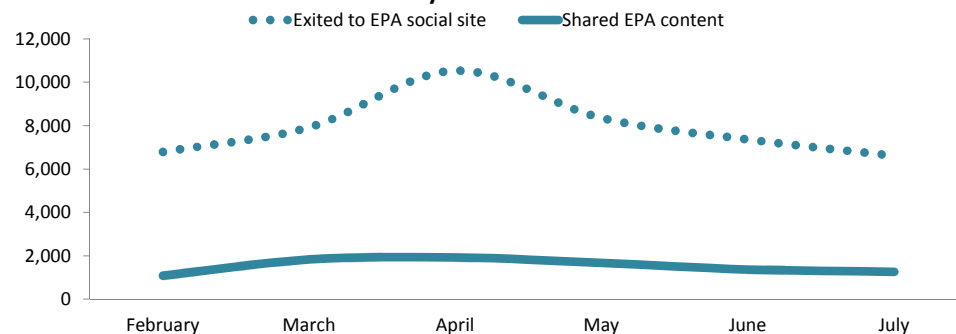
YouTube Channel

Video Views	July 2014	change from prior month		
Monthly Views	31,534	-29,590	▼	-48.4%
Monthly Shares	81	-157	▼	-66.0%
Monthly Comments	91	-121	▼	-57.1%
Net Subscribers Gained	144	-8	▼	-5.3%

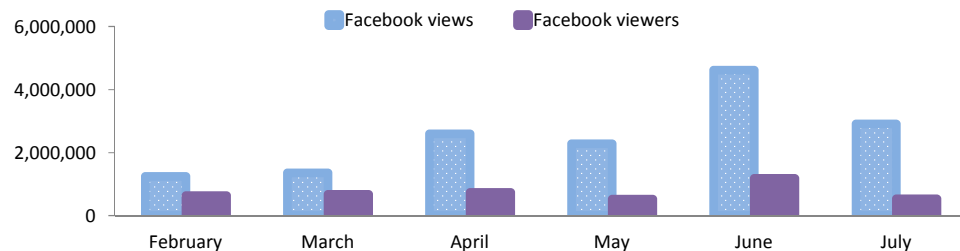
Return Sessions vs. New Sessions July 2014



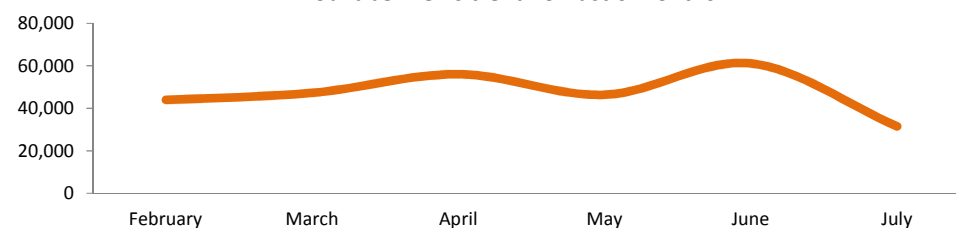
Social Activity trend for last 6 months



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	July 2014	Top 10 Pages for Email Contact	by email Clicks	July 2014
Contact EPA EPA Home US EPA		20,922	State Asbestos Contacts Asbestos US EPA		660
Contact Us about EPA's Organization and History Ab		5,840	How to Comment on the Clean Power Plan Proposed Rule Carl		490
State Asbestos Contacts Asbestos US EPA		3,347	Tribal UST Program Contacts Office of Underground Storage T		178
State Radon Contacts: California Radon US Environ		3,036	Media Contacts Newsroom US EPA		124
ENERGY STAR Contact Us : ENERGY STAR		2,868	EPA - TTN EMC Directory		121
State Radon Contacts: Ohio Radon US Environmen		2,776	Student Internships Careers US EPA		118
State Radon Contacts: Virginia Radon US Environm		2,729	Public Hearings: Clean Power Plan Proposed Rule Carbon Pollu		110
State Radon Contacts: Illinois Radon US Environme		2,566	Ordering NSCEP US EPA		109
Contact Us Form Water US EPA		2,396	Contact Us US EPA		107
State Radon Contacts: New York Radon US Environ		2,309	State Tier II Reporting Requirements and Procedures Emergen		91

Top 20 Shared URLs	by number of Shares	July 2014
epa.gov/mold/moldguide.html		34
epa.gov/radon/pubs/citguide.html		16
epa.gov/ncer/rfa/2014/2014-star-air-pollution-monitoring.html		10
epa.gov/iaq/pubs/airduct.html		9
epa.gov/opp00001/consejos/index.html		9
epa.gov/ttn/atw/hlthef/antimony.html		8
epa.gov/lean/environment/methods/fives.htm		8
water.epa.gov/drink/contaminants/basicinformation/fluoride.cfm		8
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/a24e659a38c30ede85257d180061ee9d!opendocument		7
epa.gov/ozone/title6/phaseout/22phaseout.html		7
epa.gov/sunwise/doc/uvradiation.html		6
water.epa.gov/infrastructure/greeninfrastructure/gi_what.cfm		6
epa.gov/ozone/science/q_a.html		6
water.epa.gov/infrastructure/greeninfrastructure/crw_challenge.cfm		6
epa.gov/greatlakes/fund/2014rfa02/index.html		6
epa.gov/internships/index.html		6
epa.gov/region6/water/npdes/sw/ms4/2014conference/index.html		6
yosemite.epa.gov/opa/admpress.nsf/bd4379a92ceceac8525735900400c27/9ce41cf21e3e83fb85257d1800534980!opendocument		6
epa.gov/naturaldisasters/extremeheat.html		5
epa.gov/reg3wcmd/solidwasterecyclingfacts.htm		5

Top 10 External Links	by link Clicks	July 2014
https://www.federalregister.gov/articles/2014/06/18/2014-13726/carbon-pollution-emission-guidelines-for-existing-stationary-sources-electric-uti		7,056
http://search.earth911.com/		5,387
http://www.usajobs.gov/		3,113
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422		2,453
https://www.sam.gov/portal/public/sam/		2,539
http://www.regulations.gov/		2,102
http://www.ecfr.gov/		1,791
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr		1,758
https://www.usajobs.gov/studentsandgrads		1,451
http://www.whitehouse.gov/climate-change		1,465