

Engaged Segments

Return Sessions	September 2014	change from prior month		
Return Sessions	2,867,648	608,949	▲	27.0%
Pages per Session	3.54	-0.06	▼	-1.6%
compare to All Sessions	7,731,881	1,701,241	▲	28.2%
Pages per Session	2.83	0.03	▲	1.1%

User Actions on EPA site

Contact	September 2014	change from prior month		
Clicked to Email EPA	11,060	135	▲	1.2%
Viewed Contact Us Page	129,371	13,006	▲	11.2%
Social Media	September 2014	change from prior month		
Shared EPA content	2,277	537	▲	30.9%
Total links Shared	1,285	249	▲	24.0%
Exited to EPA social site	6,808	1,895	▲	38.6%
Other Actions	September 2014	change from prior month		
Accessed External Link	391,525	72,508	▲	22.7%
Shares by Social Network	September 2014	change from prior month		
Facebook	890	151	▲	20.4%
Gplus	580	91	▲	18.6%
Twitter	353	115	▲	48.3%
Pin	189	59	▲	45.4%

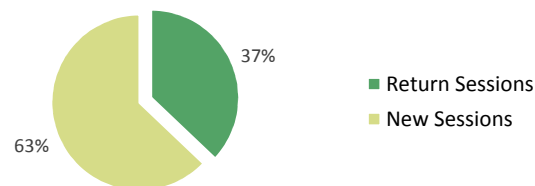
Facebook

EPA page on Facebook	September 2014	change from prior month		
Monthly Views	3,881,780	974,595	▲	33.5%
Monthly Viewers	519,563	-12,403	▼	-2.3%
Monthly News Feed Stories	36,064	13,004	▲	56.4%
Total Lifetime Likes	123,586	5,476	▲	4.6%

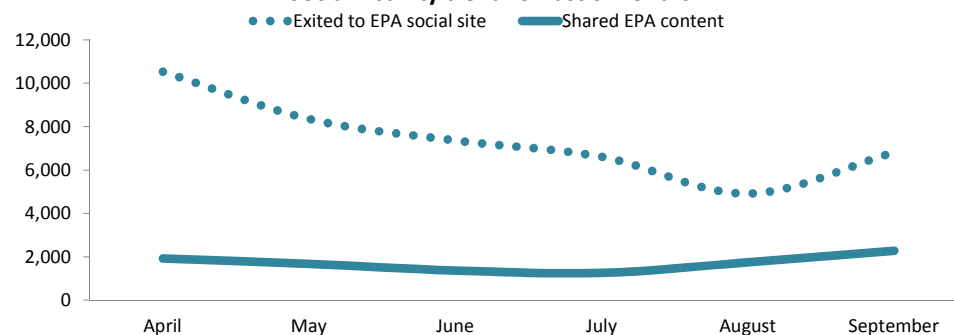
YouTube Channel

Video Views	September 2014	change from prior month		
Monthly Views	55,859	23,103	▲	70.5%
Monthly Shares	275	176	▲	177.8%
Monthly Comments	477	418	▲	708.5%
Net Subscribers Gained	241	102	▲	73.4%

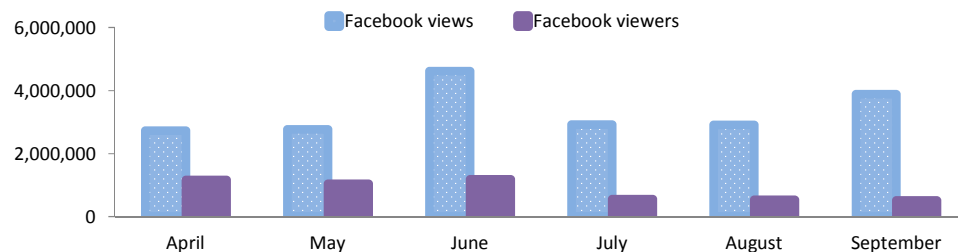
Return Sessions vs. New Sessions September 2014



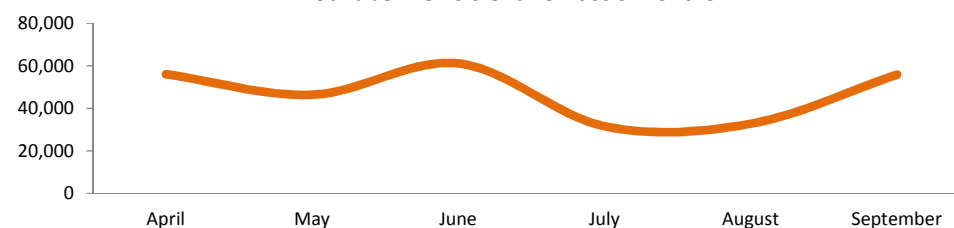
Social Activity trend for last 6 months



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	September 2014	Top 10 Pages for Email Contact	by email Clicks	September 2014
Contact EPA EPA Home US EPA		18,544	State Asbestos Contacts Asbestos US EPA		410
Contact Us about EPA's Organization and History Ab		6,857	How to Comment on the Clean Power Plan Proposed Rule Carl		257
State Radon Contacts: California Radon US Environ		3,275	EPA - TTN EMC Directory		133
State Asbestos Contacts Asbestos US EPA		3,192	Ordering NSCEP US EPA		117
ENERGY STAR Contact Us : ENERGY STAR		2,933	Media Contacts Newsroom US EPA		87
State Radon Contacts: Ohio Radon US Environmen		2,625	EPA Regional Contacts Lead US EPA		84
State Radon Contacts: Virginia Radon US Environm		2,597	Contact Us US EPA		83
Contact Us Form Water US EPA		2,561	Generic Chemical ACToR US EPA		83
State Radon Contacts: Michigan Radon US Environ		2,468	Contact Us about EPA's Organization and History About EPA		83
State Radon Contacts: New York Radon US Environ		2,434	State Tier II Reporting Requirements and Procedures Emergen		79
Top 20 Shared URLs				by number of Shares	September 2014
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					84
epa.gov/osw/conservation/tools/iwarm/widgets/3rwidget.htm					77
www2.epa.gov/hfstudy					58
epa.gov/mold/moldguide.html					39
water.epa.gov/infrastructure/septic/septicsmart.cfm					37
water.epa.gov/drink/emergency/emergencydisinfection.cfm					28
epa.gov/climatechange/basics/facts.html					23
epa.gov/acidrain/what/index.html					22
epa.gov/ncer/p3/index.html					19
epa.gov/osw/conservation/materials/ecycling/manage.htm					19
epa.gov/ncer/rfa/2015/2015-p3.html					18
www2.epa.gov/cfl/cleaning-broken-cfl					15
yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/71820c055c72619185257d510056dbcc!opendocument					13
epa.gov/opp00001/health/illegalproducts/index.html					13
epa.gov/mold/mold_remediation.html					13
epamap14.epa.gov/ejmap/ejmap.aspx?wherestr=jasper ave hartsville sc 29550					12
www2.epa.gov/children/childrens-environmental-health-online-resources-healthcare-providers					12
water.epa.gov/scitech/swguidance/fishshellfish/outreach/advice_index.cfm					12
epa.gov/climatechange/wycd/index.html					11
epa.gov/radon/pubs/citguide.html					10
Top 10 External Links				by link Clicks	September 2014
http://search.earth911.com/					5,678
https://www.federalregister.gov/articles/2014/06/18/2014-13726/carbon-pollution-emission-guidelines-for-existing-stationary-sources-electric-uti					5,261
http://www.placer.ca.gov/departments/air					5,378
https://www.sam.gov/portal/public/sam/					3,277
http://www.usajobs.gov/					2,459
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					2,230
https://www.usajobs.gov/studentsandgrads					1,941
http://www.regulations.gov/					1,987
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,765
http://edcgov.us/airqualitymanagement/					2,299