

### Engaged Segments

Return Sessions	January 2015	change from prior month		
Return Sessions	2,819,921	231,637	▲	8.9%
Pages per Session	3.57	0.06	▲	1.7%
compare to All Sessions	7,528,229	980,534	▲	15.0%
Pages per Session	2.84	0.02	▲	0.6%

### User Actions on EPA site

Contact	January 2015	change from prior month		
Clicked to Email EPA	12,976	2,913	▲	28.9%
Viewed Contact Us Page	140,953	37,350	▲	36.1%
Social Media	January 2015	change from prior month		
Shared EPA content	2,159	290	▲	15.5%
Total links Shared	1,171	136	▲	13.1%
Exited to EPA social site	7,244	1,317	▲	22.2%
Other Actions	January 2015	change from prior month		
Accessed External Link	433,305	84,435	▲	24.2%
Shares by Social Network	January 2015	change from prior month		
Facebook	928	226	▲	32.2%
Gplus	442	12	▲	2.8%
Twitter	366	64	▲	21.2%
Pin	201	77	▲	62.1%

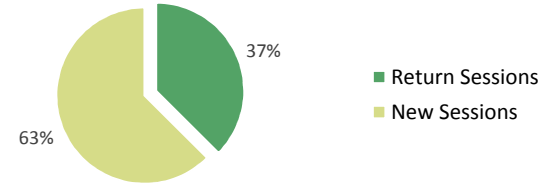
### Facebook

EPA page on Facebook	January 2015	change from prior month		
Monthly Views	1,259,352	203,148	▲	19.2%
Monthly Viewers	216,293	86,012	▲	66.0%
Monthly News Feed Stories	16,185	4,370	▲	37.0%
Total Lifetime Likes	140,573	4,733	▲	3.5%

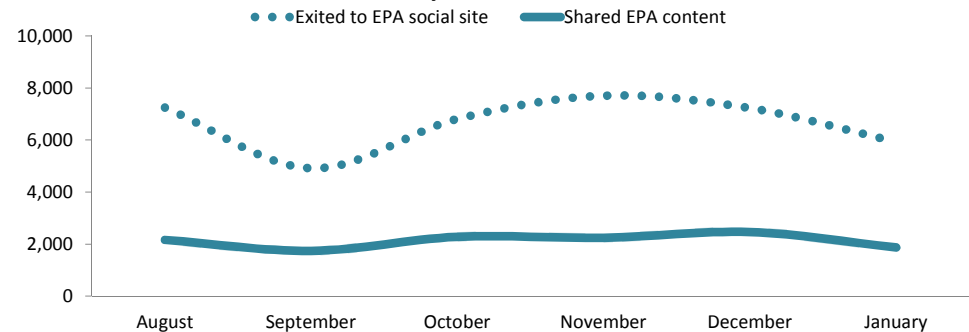
### YouTube Channel

Video Views	January 2015	change from prior month		
Monthly Views	42,736	1,259	▲	3.0%
Monthly Shares	60	-63	▼	-51.2%
Monthly Comments	46	-22	▼	-32.4%
Net Subscribers Gained	89	-11	▼	-11.0%

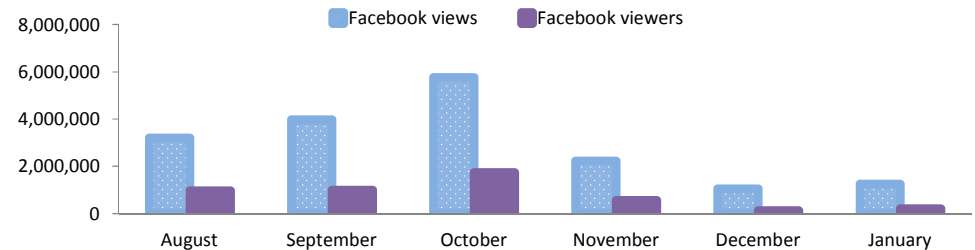
### Return Sessions vs. New Sessions January 2015



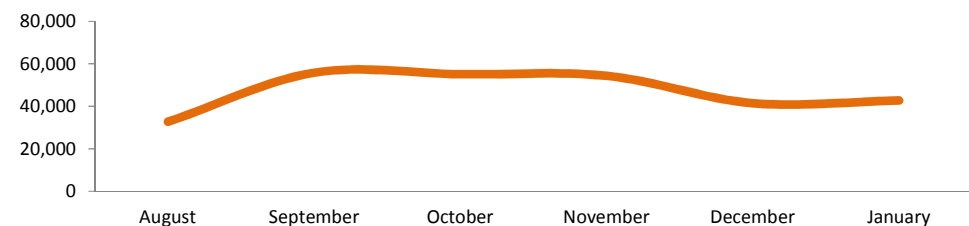
### Social Activity trend for last 6 months



### 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	January 2015	Top 10 Pages for Email Contact	by email Clicks	January 2015
Contact EPA   EPA Home   US EPA		16,416	State Tier II Reporting Requirements and Procedures   Emergen		867
Contact Us about EPA's Organization and History   Ab		6,481	State Asbestos Contacts   Asbestos   US EPA		499
State Radon Contacts: Pennsylvania   Radon   US Env		6,242	Our Partners   Combined Heat and Power Partnership   US EPA		274
State Radon Contacts: Oregon   Radon   US Environm		4,851	Vehicle, Engine, and Equipment Recalls   Cars and Light Trucks		139
State Radon Contacts: Washington   Radon   US Envir		4,424	Tier2 Submit Software   Emergency Planning and Community Ri		132
State Radon Contacts: California   Radon   US Environ		3,690	Furnaces : ENERGY STAR		118
State Radon Contacts: Michigan   Radon   US Environ		3,681	EPA - TTN EMC Directory		114
State Asbestos Contacts   Asbestos   US EPA		3,361	Staff Directory   Region 5 Office of Regional Counsel   US EPA		86
State Radon Contacts: Illinois   Radon   US Environme		3,157	Generic Chemical   ACToR   US EPA		85
State Radon Contacts: Ohio   Radon   US Environmen		2,979	Ordering   NSCEP   US EPA		83
Top 20 Shared URLs			by number of Shares		
epa.gov/osw/conserve/tools/iwarm/widgets/3rwidget.htm					73
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					45
www2.epa.gov/cfl/cleaning-broken-cfl					43
epa.gov/radon/nram/index.html					30
epa.gov/radon/pubs/citguide.html					27
epa.gov/climatechange/index.html					27
epa.gov/mold/moldguide.html					24
cfpub.epa.gov/ncea/cfm/recorddisplay.cfm?deid=296414					23
epa.gov/asthma/index.html					20
www2.epa.gov/education/environmental-education-ee-grants					19
epa.gov/acidrain/what/index.html					19
epa.gov/radon/index.html					18
translate.googleusercontent.com/translate_c?depth=1&hl=mr&prev=search&rurl=translate.google.co.in&sl=en&u=http://www.epa.gov/air/basic.h					16
www2.epa.gov/toxics-release-inventory-tri-program/2013-tri-national-analysis-introduction					15
epa.gov/cleanenergy/energy-resources/calculator.html					15
epa.gov/acidrain/effects/health.html					15
epa.gov/air/caa/challenges.html					14
epa.gov/epawaste/conserve/materials/ecycling/donate.htm					12
epa.gov/burnwise/ordinances.html					12
www2.epa.gov/laws-regulations/summary-federal-food-drug-and-cosmetic-act					12
Top 10 External Links			by link Clicks		
http://search.earth911.com/					7,286
https://www.usajobs.gov/studentsandgrads					4,091
http://sosradon.org/test-kits					3,734
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					3,223
https://www.usajobs.gov/search/rssfeed/4811737					2,876
http://fueleconomy.gov/feg/taxcenter.shtml					2,853
http://www.regulations.gov/					2,318
https://www.usajobs.gov/jobsearch/search/getresults?internship=yes					2,095
https://www.usajobs.gov/search/rssfeed/4811670					2,128
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,892