

### Engaged Segments

Return Sessions	November 2014	change from prior month		
Return Sessions	2,948,809	-93,998	▼	-3.1%
Pages per Session	3.42	-0.23	▼	-6.3%
compare to All Sessions	7,655,519	-459,165	▼	-5.7%
Pages per Session	2.77	-0.16	▼	-5.3%

### User Actions on EPA site

Contact	November 2014	change from prior month		
Clicked to Email EPA	11,099	-1,181	▼	-9.6%
Viewed Contact Us Page	111,779	-25,916	▼	-18.8%
Social Media	November 2014	change from prior month		
Shared EPA content	2,460	218	▲	9.7%
Total links shared	1,252	-52	▼	-4.0%
Exited to EPA social site	7,222	-478	▼	-6.2%
Other Actions	November 2014	change from prior month		
Accessed External Link	403,086	-20,487	▼	-4.8%
Shares by Social Network	November 2014	change from prior month		
Facebook	1,018	133	▲	15.0%
Gplus	534	-97	▼	-15.4%
Twitter	415	75	▲	22.1%
Ck-A	184	43	▲	30.5%

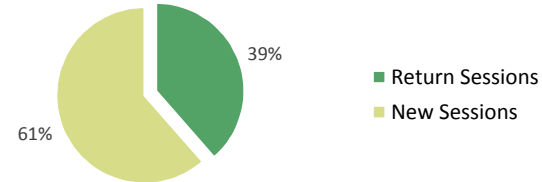
### Facebook

EPA page on Facebook	November 2014	change from prior month		
Monthly Views	2,233,152	-3,533,786	▼	-61.3%
Monthly Viewers	545,118	-1,197,549	▼	-68.7%
Monthly News Feed Stories	19,179	-7,700	▼	-28.6%
Total Lifetime Likes	132,399	3,979	▲	3.1%

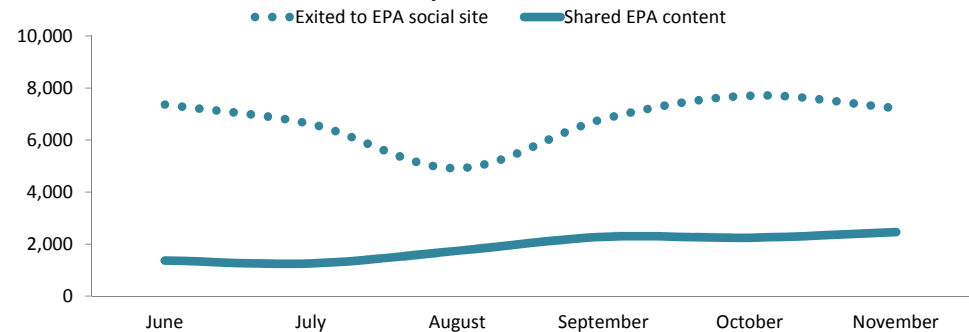
### YouTube Channel

Video Views	November 2014	change from prior month		
Monthly Views	54,365	-752	▼	-1.4%
Monthly Shares	105	-74	▼	-41.3%
Monthly Comments	133	-155	▼	-53.8%
Net Subscribers Gained	144	-40	▼	-21.7%

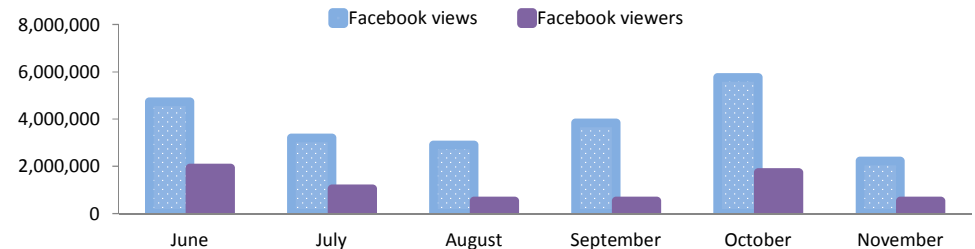
### Return Sessions vs. New Sessions November 2014



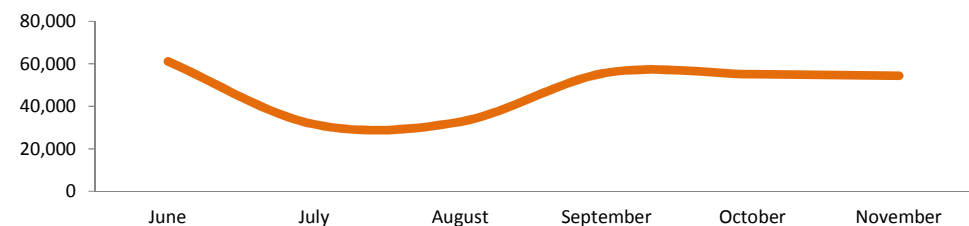
### Social Activity trend for last 6 months



### 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	November 2014	Top 10 Pages for Email Contact	by email Clicks	November 2014
Contact EPA   EPA Home   US EPA		15,340	How to Comment on the Clean Power Plan Proposed Rule   Carl		878
Contact Us about EPA's Organization and History   Ab		5,434	State Asbestos Contacts   Asbestos   US EPA		359
State Radon Contacts: California   Radon   US Environ		3,112	List L: Registered Antimicrobial Products that Meet the CDC Crit		192
State Radon Contacts: Pennsylvania   Radon   US Env		2,808	Hazardous Waste Electronic Manifest System   Wastes   US EPA		119
State Asbestos Contacts   Asbestos   US EPA		2,785	Generic Chemical   ACToR   US EPA		117
State Radon Contacts: Virginia   Radon   US Environm		2,706	EPA - TTN EMC Directory		116
ENERGY STAR Contact Us : ENERGY STAR		2,673	Environmental Education (EE) Grants   Education   US EPA		112
State Radon Contacts: Ohio   Radon   US Environmen		2,541	Newsletters   State and Local   US EPA		104
State Radon Contacts: Massachusetts   Radon   US Er		2,479	Contact Us about EPA's Organization and History   About EPA		89
State Radon Contacts: New York   Radon   US Environ		2,444	2014 School Bus Rebate Program   National Clean Diesel Campa		78
Top 20 Shared URLs				by number of Shares	November 2014
epa.gov/osw/conserve/tools/iwarm/widgets/3rwidget.htm					119
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					65
epa.gov/oppad001/list-l-ebola-virus.html					61
www2.epa.gov/hfstudy					45
www2.epa.gov/cfl/cleaning-broken-cfl					41
www2.epa.gov/pollinator-protection/public-listening-sessions-pollinator-health-task-force					39
www2.epa.gov/uswaters					28
www2.epa.gov/research/childrens-centers-webinar-endocrine-disruptors-and-childrens-health					25
www2.epa.gov/education/environmental-education-ee-grants					24
www2.epa.gov/enforcement/st-louis-clean-water-act-settlement					22
epa.gov/climatechange/science/causes.html					22
www2.epa.gov/recycle/reducing-wasted-food-basics					18
www2.epa.gov/lead/learn-about-lead					18
epa.gov/mold/moldguide.html					18
www2.epa.gov/cfl/dont-be-left-dark-safely-clean-and-recycle-cfls					17
epa.gov/climatechange/science/indicators/index.html					16
www2.epa.gov/enforcement/hyundai-and-kia-clean-air-act-settlement					13
www2.epa.gov/cfl					13
www2.epa.gov/aboutepa					12
epa.gov/climatechange/ghgemissions/global.html					11
Top 10 External Links				by link Clicks	November 2014
http://search.earth911.com/					6,153
https://www.federalregister.gov/articles/2014/06/18/2014-13726/carbon-pollution-emission-guidelines-for-existing-stationary-sources-electric-uti					4,088
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					2,398
https://www.usajobs.gov/studentsandgrads					2,231
http://www.regulations.gov/					2,332
http://www.regulations.gov/#!documentdetail;d=epa-hq-oar-2013-0602-0001					3,843
https://www.sam.gov/portal/public/sam/					2,136
https://www.usajobs.gov/search/rssfeed/4811737					2,130
http://www.fueleconomy.gov/					1,876
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,703