

Engaged Segments

Return Sessions	February 2015	change from prior month		
Return Sessions	3,040,924	221,003	▲	7.8%
Pages per Session	3.67	0.10	▲	2.8%
compare to All Sessions	7,823,170	294,941	▲	3.9%
Pages per Session	2.94	0.10	▲	3.4%

User Actions on EPA site

Contact	February 2015	change from prior month		
Clicked to Email EPA	15,845	2,869	▲	22.1%
Viewed Contact Us Page	129,770	-11,183	▼	-7.9%
Social Media	February 2015	change from prior month		
Shared EPA content	2,233	74	▲	3.4%
Total links shared	1,151	-20	▼	-1.7%
Exited to EPA social site	7,827	583	▲	8.0%
Other Actions	February 2015	change from prior month		
Accessed External Link	466,546	33,241	▲	7.7%
Shares by Social Network	February 2015	change from prior month		
Facebook	870	-58	▼	-6.3%
Gplus	528	86	▲	19.5%
Twitter	301	-65	▼	-17.8%
Ck-A	252	133	▲	111.8%

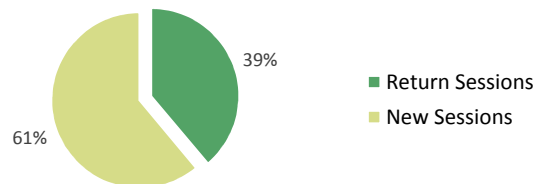
Facebook

EPA page on Facebook	February 2015	change from prior month		
Monthly Views	2,925,596	1,394,372	▲	91.1%
Monthly Viewers	829,045	600,369	▲	262.5%
Monthly News Feed Stories	29,578	13,393	▲	82.7%
Total Lifetime Likes	144,884	4,311	▲	3.1%

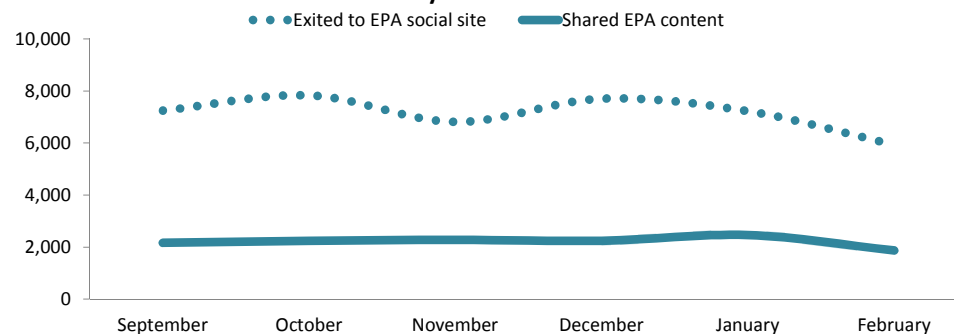
YouTube Channel

Video Views	February 2015	change from prior month		
Monthly Views	57,215	14,435	▲	33.7%
Monthly Shares	132	72	▲	120.0%
Monthly Comments	38	-8	▼	-17.4%
Net Subscribers Gained	153	64	▲	71.9%

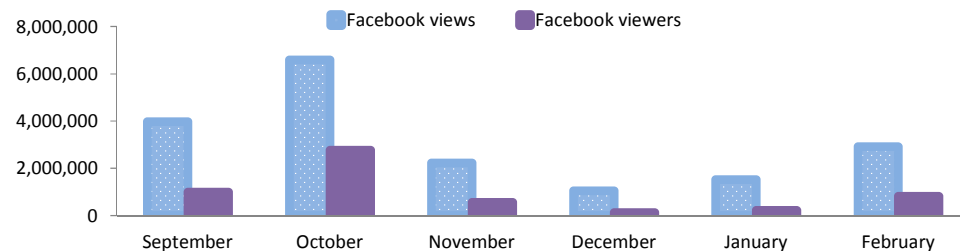
Return Sessions vs. New Sessions February 2015



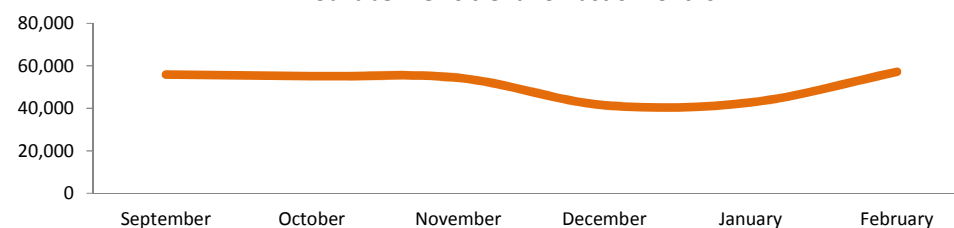
Social Activity trend for last 6 months



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	February 2015	Top 10 Pages for Email Contact	by email Clicks	February 2015
Contact EPA EPA Home US EPA		16,170	State Tier II Reporting Requirements and Procedures Emergen		3,392
Contact Us about EPA's Organization and History Ab		6,044	State Asbestos Contacts Asbestos US EPA		452
State Radon Contacts: Pennsylvania Radon US Env		4,221	Tier2 Submit Software Emergency Planning and Community Ri		259
State Asbestos Contacts Asbestos US EPA		3,184	Furnaces : ENERGY STAR		162
State Radon Contacts: California Radon US Environ		3,118	Media Contacts Newsroom US EPA		153
ENERGY STAR Contact Us : ENERGY STAR		2,818	Pesticide Establishment Registration and Reporting Contacts C		152
State Radon Contacts: Michigan Radon US Environ		2,689	Ordering NSCEP US EPA		126
State Radon Contacts: Illinois Radon US Environme		2,596	Estuaries: Scenes of Transition Kids US EPA		121
State Radon Contacts: Ohio Radon US Environmen		2,486	EPA Regional Contacts Lead US EPA		114
State Radon Contacts: New York Radon US Enviror		2,227	Contacts in the Office of Pesticide Programs, Registration Divisic		108

Top 20 Shared URLs	by number of Shares	February 2015
epa.gov/osw/conserve/tools/iwarm/widgets/3rwidget.htm		127
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html		125
www2.epa.gov/bedbugs/do-it-yourself-bed-bug-control		27
epa.gov/wastes/hazard/tsd/pcbs/about.htm		25
epa.gov/radon/pubs/citguide.html		23
yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/645172fd6cd9637485257df2004b7a33!opendocument		21
epa.gov/tribalportal/laws/tas.htm		20
www2.epa.gov/aboutepa/forms/contact-us-about-epas-organization-and-history		19
www2.epa.gov/cfl/cleaning-broken-cfl		18
epa.gov/mold/moldguide.html		17
www2.epa.gov/cfl/forms/contact-us-about-cfls		16
epa.gov/ttnccatc1/cica/sites_sd_s.html		15
epa.gov/cleanenergy/energy-and-you/reduce.html		14
epa.gov/opp00001/factsheets/footspa_disinfection.htm		14
epa.gov/airquality/peg_caa/carstrucks.html		13
epa.gov/pesticides/about/types.htm		13
epa.gov/tribalportal/whereyoulive/tribes-a-z.htm		13
epa.gov/epawaste/hazard/tsd/pcbs/pubs/laws.htm		13
epa.gov/climateleadership/awards/2015winners.html		12
www2.epa.gov/cfl/cleaning-broken-cfl-0		11

Top 10 External Links	by link Clicks	42036
http://apps.irs.gov/app/picklist/list/formspublications.html;jsessionid=7l4kvz4k92hmqrqabfmnqa__?value=5695&criteria=formnumber&submitsea		12,504
http://search.earth911.com/		5,774
https://www.usajobs.gov/studentsandgrads		3,788
http://fueleconomy.gov/feg/taxcenter.shtml		3,519
https://www.usajobs.gov/search/rssfeed/4811737		2,666
https://www.usajobs.gov/jobsearch/search/getresults?internship=yes		2,046
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422		1,901
http://www.regulations.gov/		1,979
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr		1,904
https://www.federalregister.gov/articles/2014/06/18/2014-13726/carbon-pollution-emission-guidelines-for-existing-stationary-sources-electric-uti		1,878