

Engaged Segments

Return Sessions	March 2015	change from prior month		
Return Sessions	3,554,500	513,576	▲	16.9%
Pages per Session	3.58	-0.09	▼	-2.3%
compare to All Sessions	9,090,351	1,267,181	▲	16.2%
Pages per Session	2.91	-0.03	▼	-1.1%

User Actions on EPA site

Contact	March 2015	change from prior month		
Clicked to Email EPA	14,743	-1,102	▼	-7.0%
Viewed Contact Us Page	152,742	22,972	▲	17.7%
Social Media	March 2015	change from prior month		
Shared EPA content	3,623	1,390	▲	62.2%
Total links shared	1,467	316	▲	27.5%
Exited to EPA social site	10,505	2,678	▲	34.2%
Other Actions	March 2015	change from prior month		
Accessed External Link	496,377	29,831	▲	6.4%
Shares by Social Network	March 2015	change from prior month		
Facebook	1,319	449	▲	51.6%
Gplus	874	346	▲	65.5%
Twitter	659	358	▲	118.9%
Pin	429	288	▲	204.3%

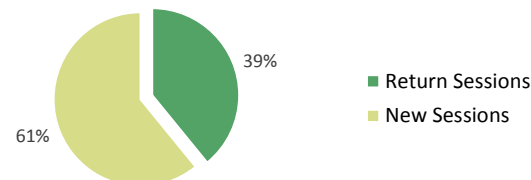
Facebook

EPA page on Facebook	March 2015	change from prior month		
Monthly Views	1,829,582	-1,580,698	▼	-46.4%
Monthly Viewers	381,790	-465,301	▼	-54.9%
Monthly News Feed Stories	25,676	-3,902	▼	-13.2%
Total Lifetime Likes	146,032	1,188	▲	0.8%

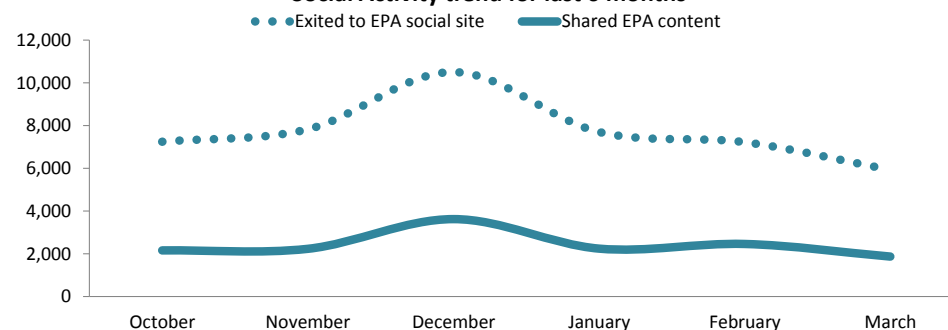
YouTube Channel

Video Views	March 2015	change from prior month		
Monthly Views	66,349	9,257	▲	16.2%
Monthly Shares	196	64	▲	48.5%
Monthly Comments	106	68	▲	178.9%
Net Subscribers Gained	136	-17	▼	-11.1%

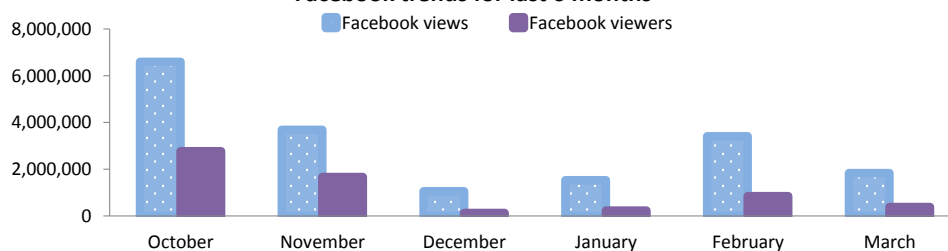
Return Sessions vs. New Sessions March 2015



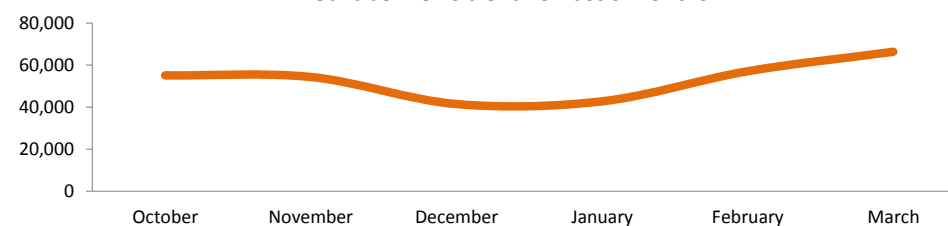
Social Activity trend for last 6 months



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	March 2015	Top 10 Pages for Email Contact	by email clicks	March 2015
Contact EPA EPA Home US EPA		19,852	State Tier II Reporting Requirements and Procedures Emergenc		691
Contact Us about EPA's Organization and History Ab		6,369	State Asbestos Contacts Asbestos US EPA		514
State Radon Contacts: Pennsylvania Radon US Envi		3,899	Student Internships Careers US EPA		207
State Radon Contacts: California Radon US Environ		3,742	We're For Water Share WaterSense US EPA		195
State Asbestos Contacts Asbestos US EPA		3,638	How to Comment on the Proposed Ozone Standards Ground-le		173
ENERGY STAR Contact Us : ENERGY STAR		3,208	EPA Regional Contacts Lead US EPA		150
State Radon Contacts: Ohio Radon US Environment		3,191	Ordering NSCEP US EPA		147
State Radon Contacts: Illinois Radon US Environme		3,074	EPA - TTN EMC Directory		146
Contact Us Lead US EPA		2,928	Furnaces : ENERGY STAR		139
State Radon Contacts: Michigan Radon US Environr		2,895	Student Volunteer Program Mid-Atlantic Region US EPA		133
Top 20 Shared URLs				by number of shares	March 2015
epa.gov/osw/conserve/tools/iwarm/widgets/3rwidget.htm					116
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					70
epa.gov/watersense/our_water/fix_a_leak.html					62
epa.gov/ozone/science/sc_fact.html					41
www2.epa.gov/cfl/cleaning-broken-cfl					38
epa.gov/ozone/title6/phaseout/22phaseout.html					32
epa.gov/mold/moldguide.html					31
epa.gov/acidrain/what/index.html					26
epa.gov/osw/conserve/tools/localgov/benefits/index.html					26
epa.gov/acidrain/effects/index.html					25
epa.gov/waste/hazard/index.html					24
yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/0cb04d77d6725dda85257e14005ecf4f?opendocument					24
epa.gov/oust/ustsystm/cathodic.htm					20
epa.gov/mercury/spills/index.html					20
epa.gov/cleanenergy/energy-and-you/affect/non-hydro.html					20
epa.gov/ozone/science/q_a.html					20
epa.gov/ozone/science/process.html					19
epa.gov/air/criteria.html					18
epa.gov/climatechange/science/causes.html					18
epa.gov/records/tools/toolkits/6step/6step-03.htm					18
Top 10 External Links				by link clicks	42064
http://apps.irs.gov/app/picklist/list/formspublications.html;jsessionid=714kvz4k92hmqrqabfmnqa__?value=5695&criteria=formnumber&submitsear					14,277
http://search.earth911.com/					6,044
https://www.usajobs.gov/studentsandgrads					4,044
http://fueleconomy.gov/feg/taxcenter.shtml					3,773
http://www.ext.colostate.edu/pubs/insect/05574.html					2,493
https://www.usajobs.gov/search/rssfeed/4811737					2,853
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					2,238
http://www.regulations.gov/					2,374
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					2,128
https://www.usajobs.gov/jobsearch/search/getresults?internship=yes					2,027

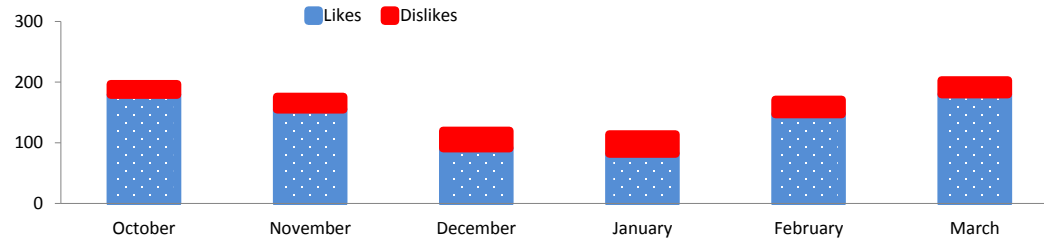
YouTube Channel

Monthly Statistics

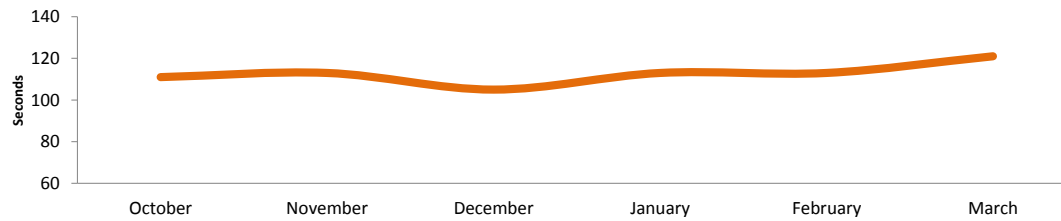
March 2015

change from prior month

YouTube Likes/Dislikes for last 6 months



YouTube Average View Duration for last 6 months



Demographics

March 2015

