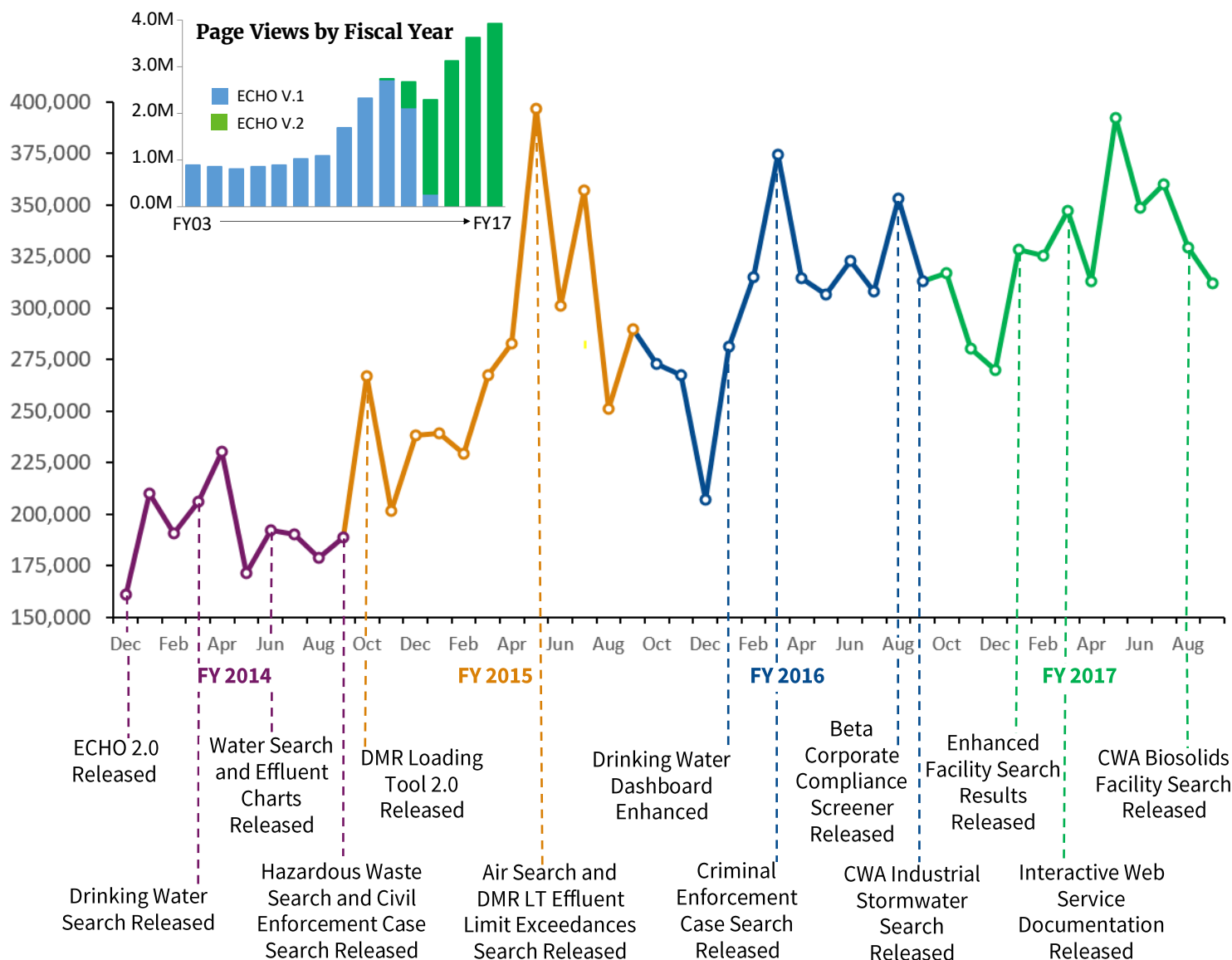


ECHO Usage Statistics

ECHO Total Monthly Page Views Since Modernization



FY 2017 Most Popular ECHO Features

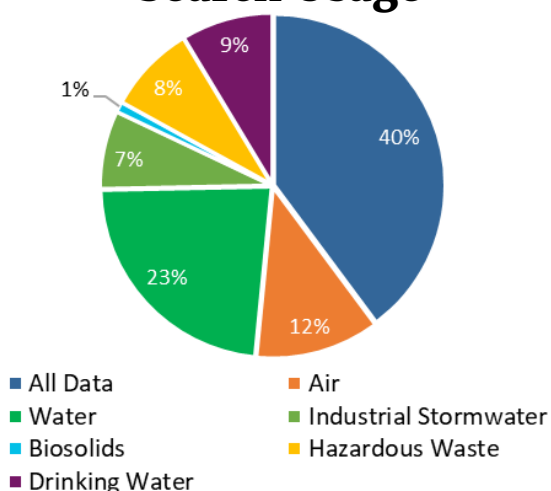
Feature	Total Page Views	Average Monthly Views	Monthly Trend
Water Pollutant Loading Tool (all)	1,627,837	135,653	3.1%
Detailed Facility Report	564,076	47,993	0.7%
Facility Search	452,373	37,698	-1.1%
Enforcement Case Search	105,413	8,784	7%
Enforcement Case Report	85,926	7,161	11%
Effluent Charts (Report)	46,579	3,882	-0.5%
State Dashboards	32,862	2,739	1.6%

A complete list of ECHO Features are presented in ECHO Usage Statistics: Additional Details.

FY 2017 ECHO Usage Metrics

Metric	Value
Page Views	3,924,347
Sessions	460,864
Users	192,984
% New Visitors	51%
% Returning Visitors	49%
Pages/Session	4.98
Average Session Duration ¹	7:19
Bounce Rate ²	36%
Mobile Sessions	22,236 (6% of all sessions)

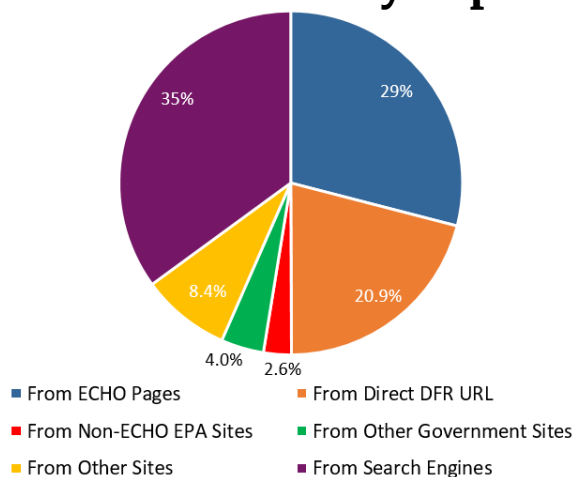
FY 2017 ECHO Facility Search Usage



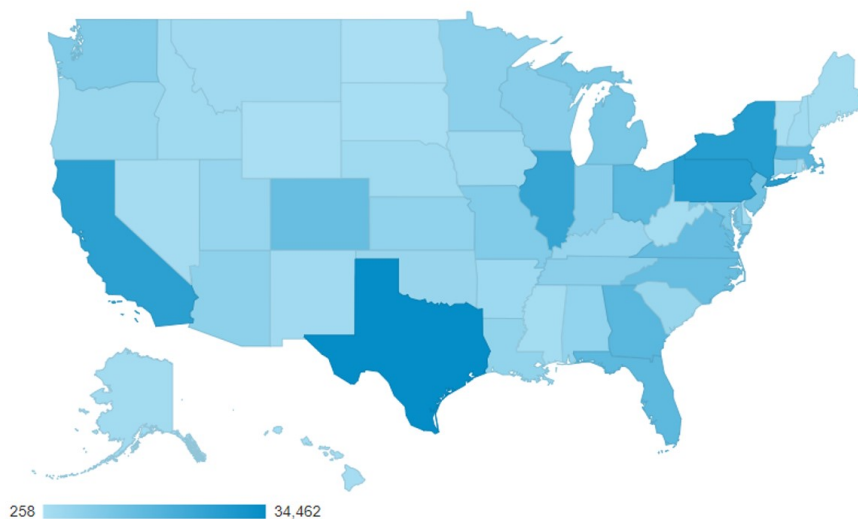
FY 2017 ECHO Pages Most Often Navigated To From Home Page

Page Title	Page Views
Facility Search Results	188,196
Facility Search	48,549
Enforcement Case Search	3,907
Detailed Facility Report	2,641
Learn More About ECHO	1,223
Data Downloads	1,071
ECHO Tutorials	852

FY 2017 How Users Access the Detailed Facility Report^{3, 4}



FY 2017 ECHO Sessions by State



¹Average session duration for all EPA websites is 3:15.

²Percentage of single page sessions.

³Navigation from non-ECHO EPA sites is based on the top 1,000 referral pages.

⁴Users most commonly accessed the DFR from Facility Search Results (78%), Effluent Charts (4.4%), and Enforcement Case Reports (4.0%).