"WIP - Web Content Report"
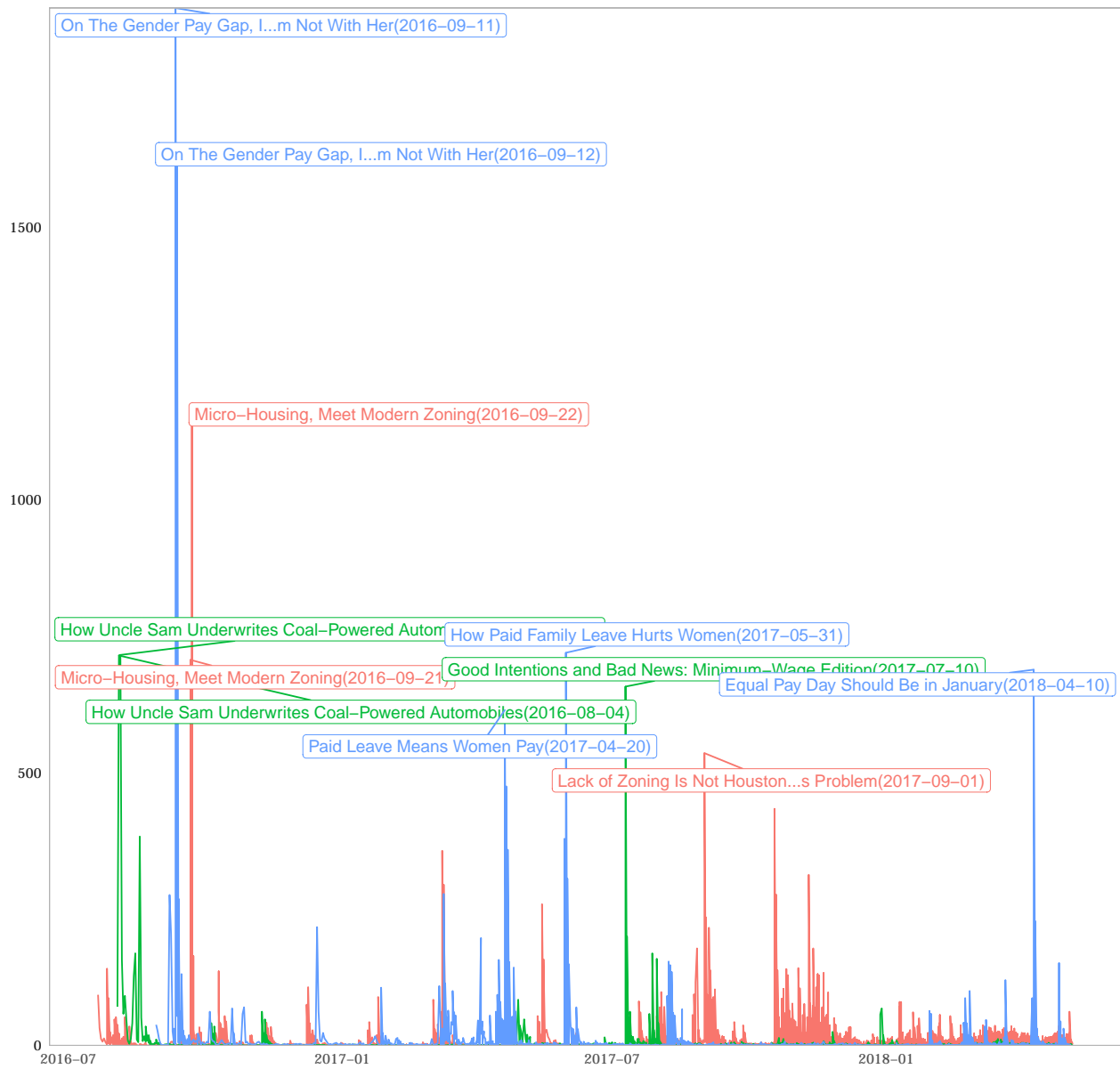
2018-05-09

housing leave paid zoning government tax women policy welfare program regulations percent federal states economic benefits lihtc income development will new many use local states regulation programs national affordable social affordability example study hud research provide report developers subsidies supply congress labor americans rental individuals year also land credit problems poor better issues changes city private job credits requirements impact subsidy house data prices policies reform market rent still people poverty tenants units whether time list research good family men way just make bls even als ubi cost less cities rather current recent pay suggests institute landuse idea lowincome budget problem fair found proposal property provided united seems according political regulatory american support costs may likely work assistance given home evidence although trump carson often public benefit wage state reduce fact used last isnât donât workers interest already increase doesnât advocates republicans figure impacts means associated employers working

This is Vanessa Brown Calder's web analytics report from between the dates 2016-07-21 and 2018-05-06.
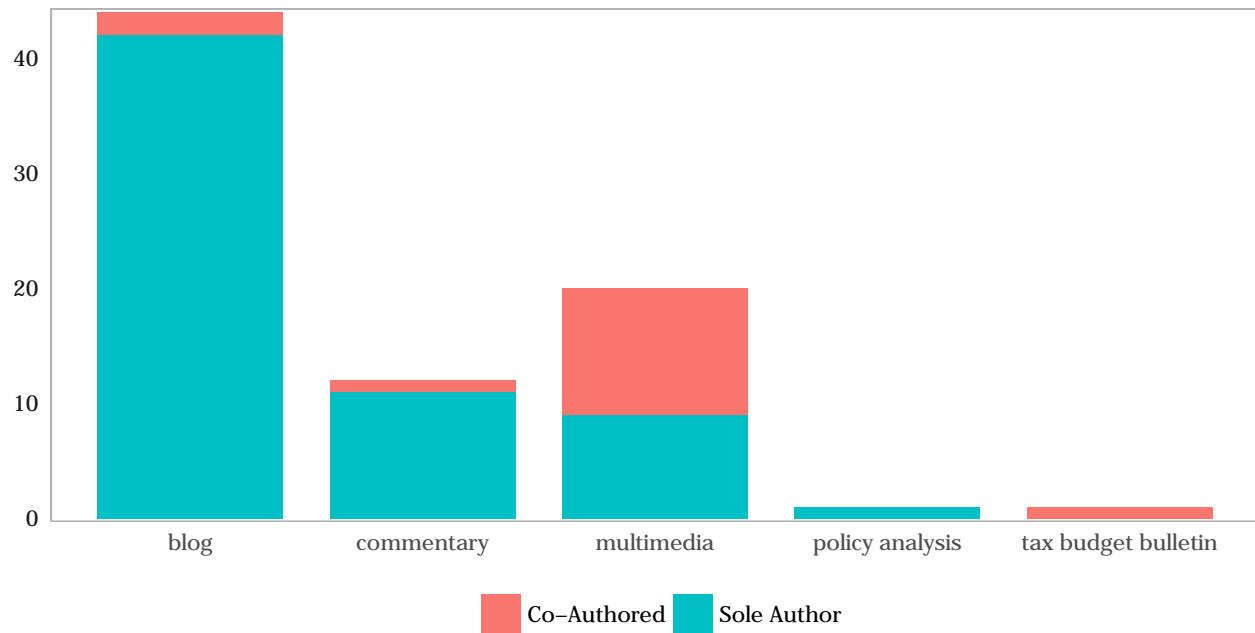
Total unique viewers with top content on high traffic days highlighted

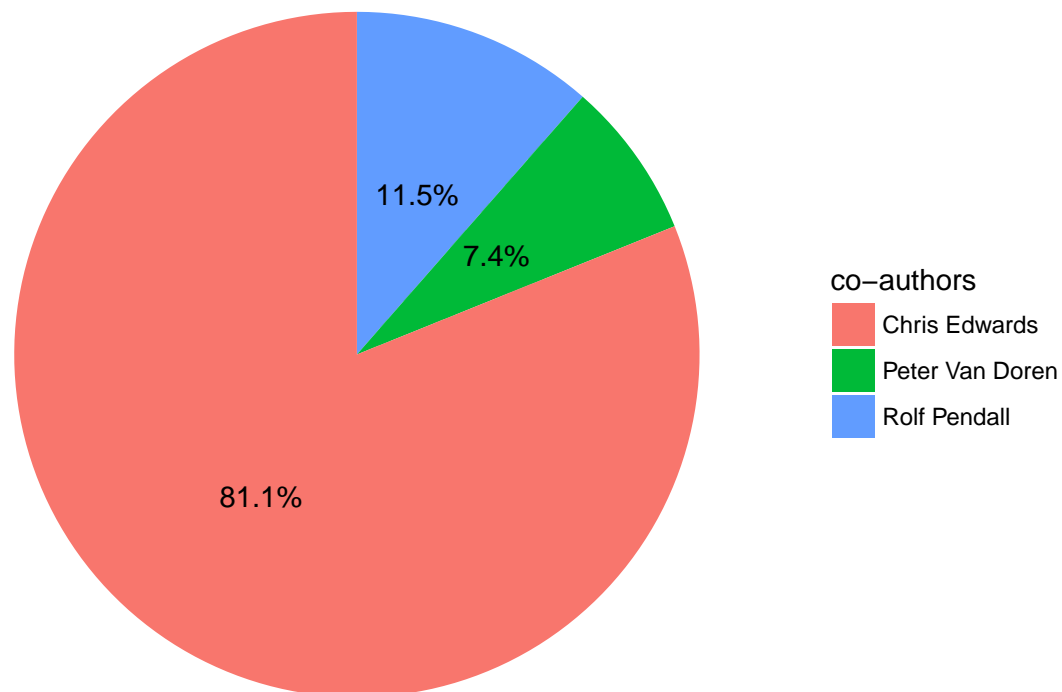Colored by topic between the dates 2016-07-21 and 2018-05-06.

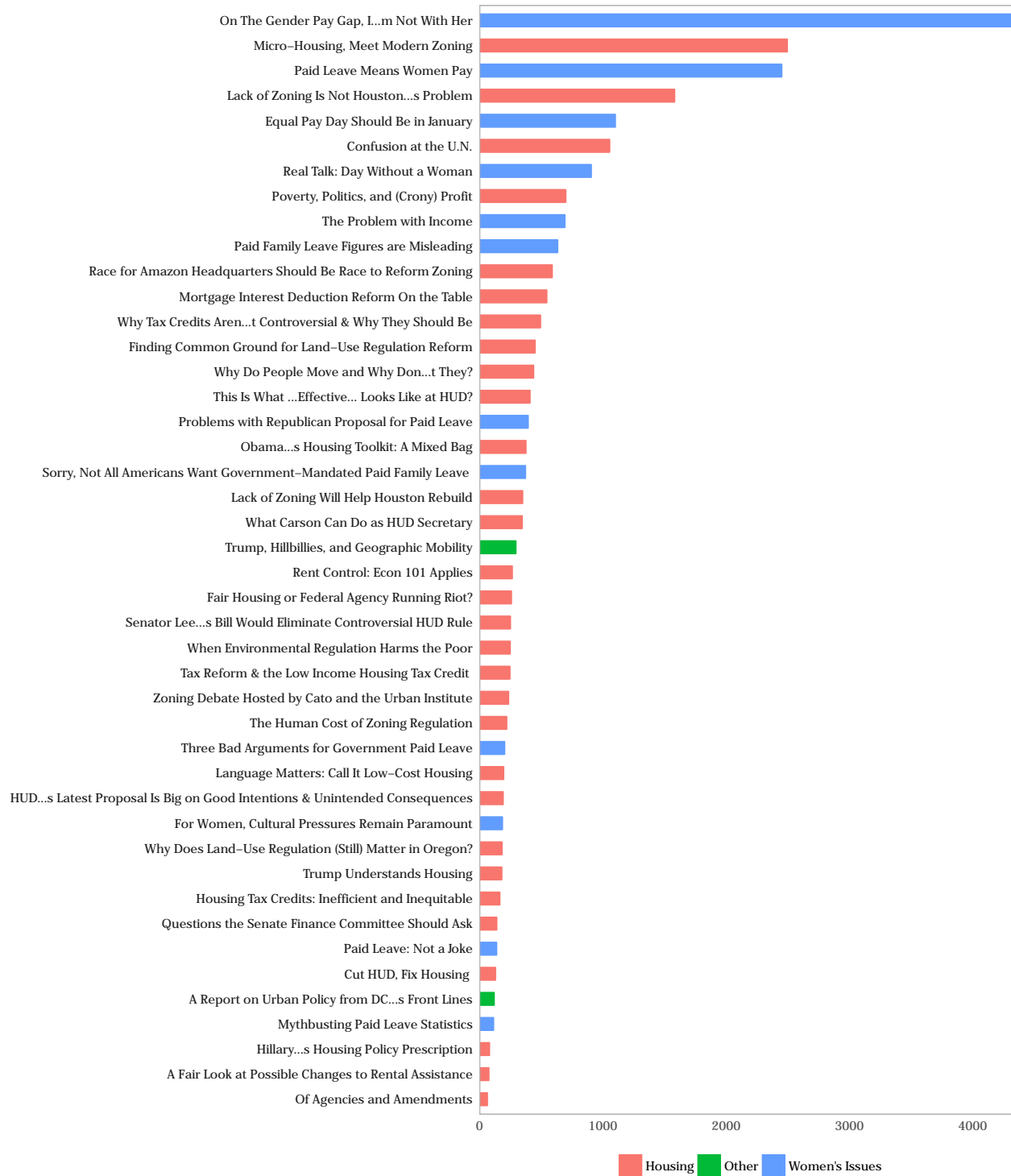**Count of published content by Vanessa Brown Calder, colored by co-authorship**

Total Content: 78

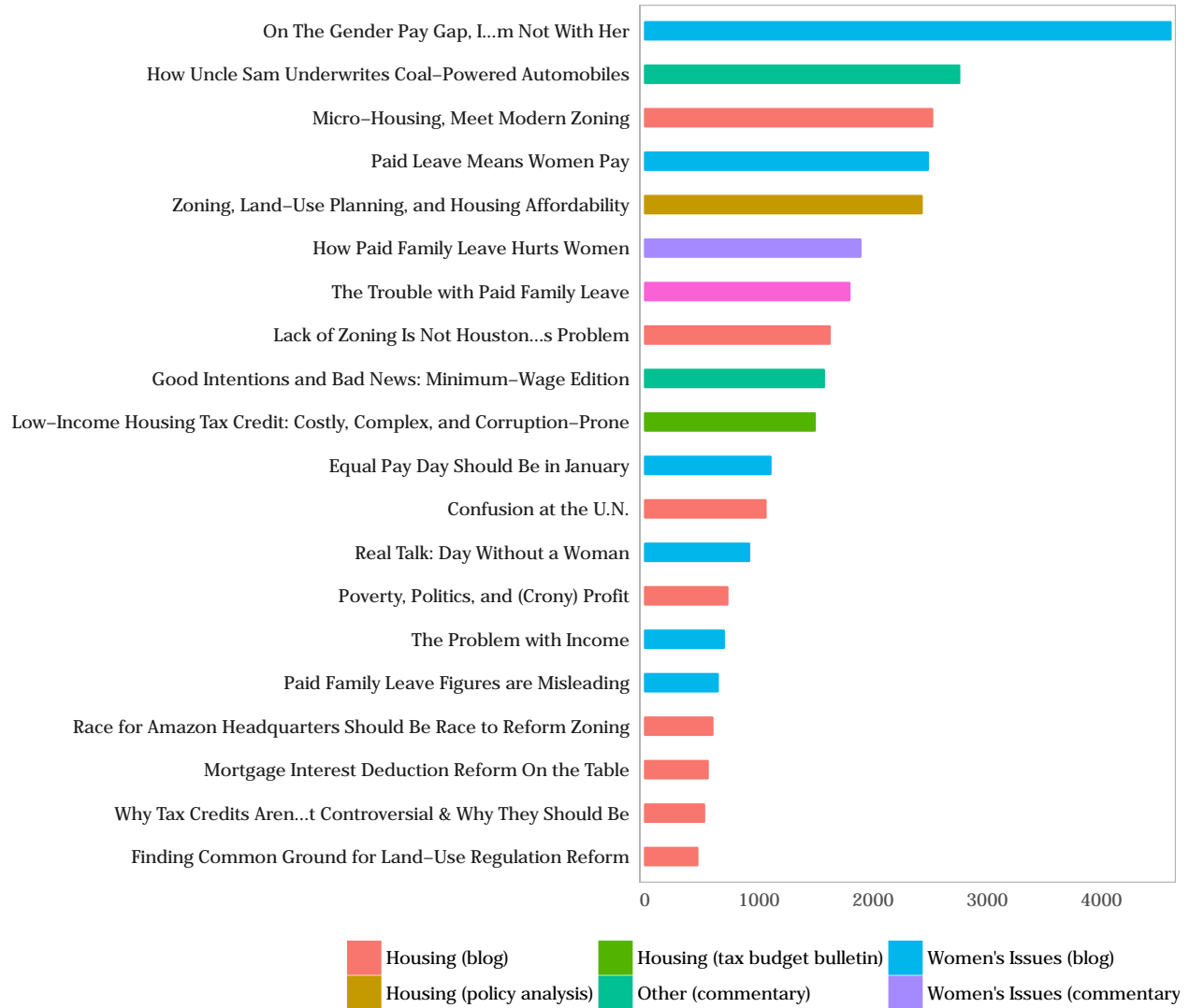**Popular Co-Authors for Vanessa Brown Calder (Multimedia Excluded)**
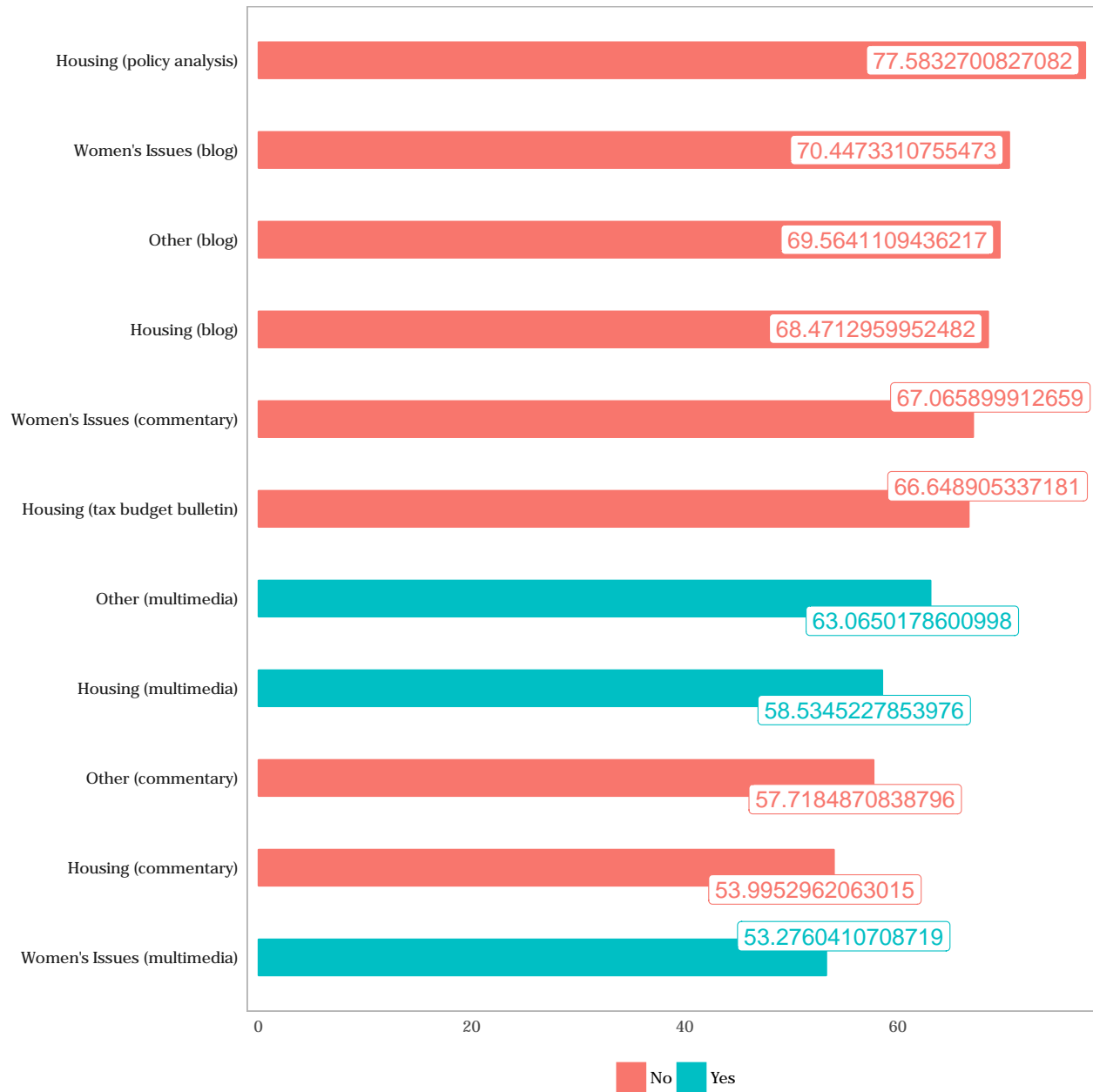
Blog performance within 30 Days of Publication

Title	Category
On The Gender Pay Gap, I...m Not With Her	Women's Issues (~4300)
Micro–Housing, Meet Modern Zoning	Housing (~2500)
Paid Leave Means Women Pay	Women's Issues (~2450)
Lack of Zoning Is Not Houston...s Problem	Housing (~1600)
Equal Pay Day Should Be in January	Women's Issues (~1100)
Confusion at the U.N.	Housing (~1050)
Real Talk: Day Without a Woman	Women's Issues (~900)
Poverty, Politics, and (Crony) Profit	Housing (~700)
The Problem with Income	Women's Issues (~680)
Paid Family Leave Figures are Misleading	Women's Issues (~620)
Race for Amazon Headquarters Should Be Race to Reform Zoning	Housing (~580)
Mortgage Interest Deduction Reform On the Table	Housing (~540)
Why Tax Credits Aren...t Controversial & Why They Should Be	Housing (~500)
Finding Common Ground for Land–Use Regulation Reform	Housing (~450)
Why Do People Move and Why Don...t They?	Housing (~440)
This Is What ...Effective... Looks Like at HUD?	Housing (~410)
Problems with Republican Proposal for Paid Leave	Women's Issues (~390)
Obama...s Housing Toolkit: A Mixed Bag	Housing (~380)
Sorry, Not All Americans Want Government–Mandated Paid Family Leave	Women's Issues (~380)
Lack of Zoning Will Help Houston Rebuild	Housing (~360)
What Carson Can Do as HUD Secretary	Housing (~350)
Trump, Hillbillies, and Geographic Mobility	Other (~300)
Rent Control: Econ 101 Applies	Housing (~280)
Fair Housing or Federal Agency Running Riot?	Housing (~270)
Senator Lee...s Bill Would Eliminate Controversial HUD Rule	Housing (~260)
When Environmental Regulation Harms the Poor	Housing (~255)
Tax Reform & the Low Income Housing Tax Credit	Housing (~250)
Zoning Debate Hosted by Cato and the Urban Institute	Housing (~240)
The Human Cost of Zoning Regulation	Housing (~225)
Three Bad Arguments for Government Paid Leave	Women's Issues (~210)
Language Matters: Call It Low–Cost Housing	Housing (~200)
HUD...s Latest Proposal Is Big on Good Intentions & Unintended Consequences	Housing (~200)
For Women, Cultural Pressures Remain Paramount	Women's Issues (~195)
Why Does Land–Use Regulation (Still) Matter in Oregon?	Housing (~190)
Trump Understands Housing	Housing (~185)
Housing Tax Credits: Inefficient and Inequitable	Housing (~170)
Questions the Senate Finance Committee Should Ask	Housing (~150)
Paid Leave: Not a Joke	Women's Issues (~145)
Cut HUD, Fix Housing	Housing (~140)
A Report on Urban Policy from DC...s Front Lines	Other (~120)
Mythbusting Paid Leave Statistics	Women's Issues (~115)
Hillary...s Housing Policy Prescription	Housing (~95)
A Fair Look at Possible Changes to Rental Assistance	Housing (~90)
Of Agencies and Amendments	Housing (~80)

Legend: Housing, Other, Women's Issues

Top performing content within first 45 Days of Publication

Unique User Visits

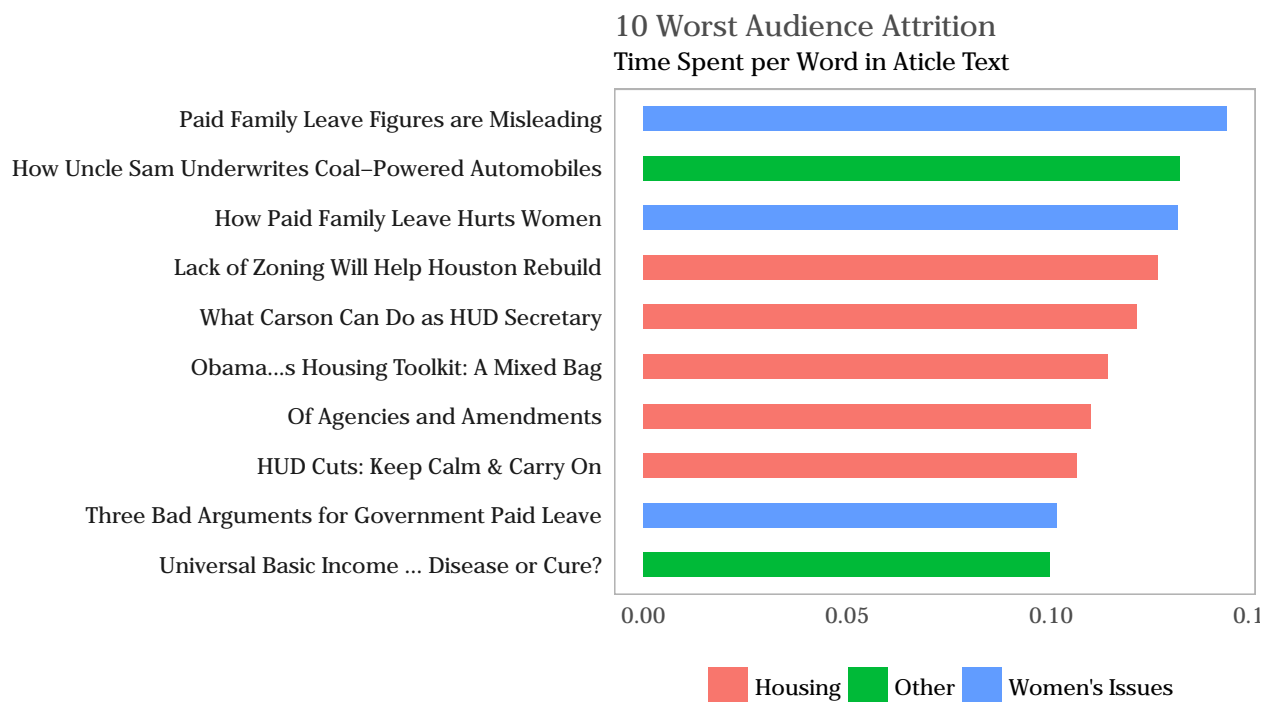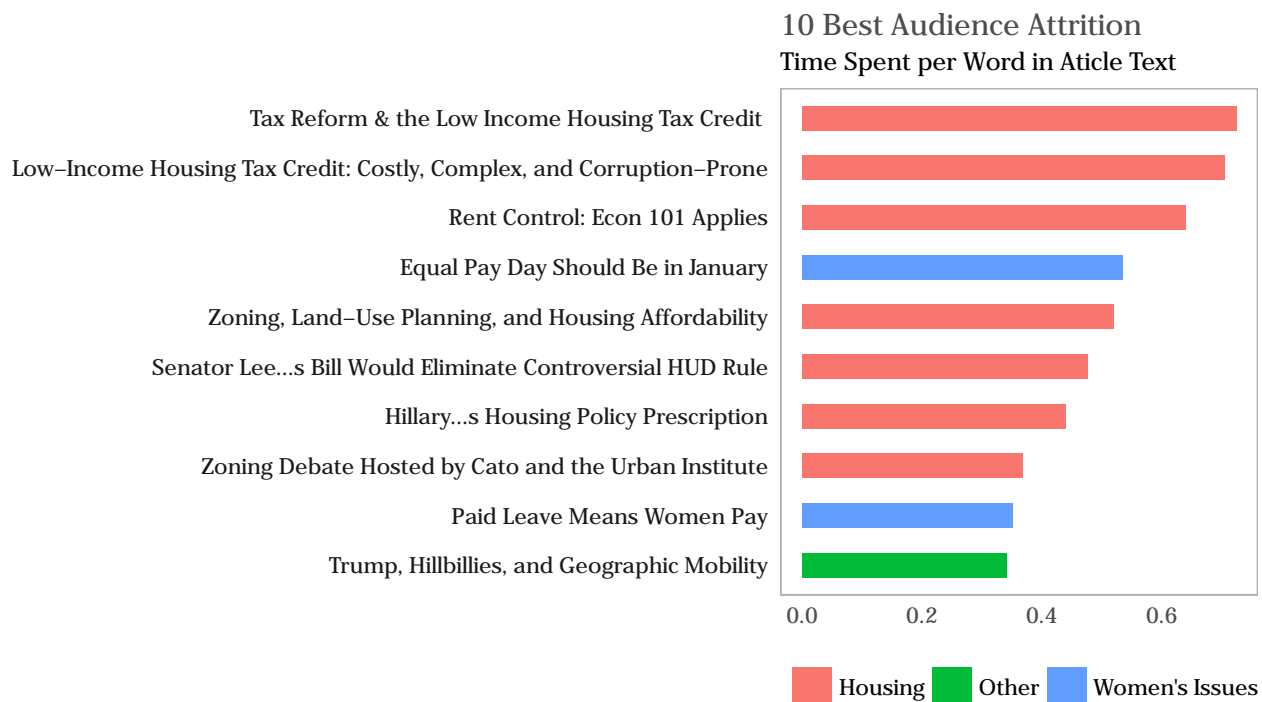|	
Housing (blog)	Housing (tax budget bulletin)
Housing (policy analysis)	Other (commentary)

Women's Issues (blog)

Women's Issues (commentary

Multimedia content () has a noticeably lower exit rate. A likely explanation for why this is the case has to with the fact that links to other Cato web-content are prominently displayed for media. This insight strongly suggests that links to related content ought to be similarly placed in other forms content (blogs, commentary, policy analyses, etc.)

Average Exit Rate

Category	Value
Housing (policy analysis)	77.5832700827082
Women's Issues (blog)	70.4473310755473
Other (blog)	69.5641109436217
Housing (blog)	68.4712959952482
Women's Issues (commentary)	67.065899912659
Housing (tax budget bulletin)	66.648905337181
Other (multimedia)	63.0650178600998
Housing (multimedia)	58.5345227853976
Other (commentary)	57.7184870838796
Housing (commentary)	53.9952962063015
Women's Issues (multimedia)	53.2760410708719

No   Yes

This section examines time spent on reading an article relative to the number of words of text in the article. Below are the 10 best and worst performing articles. Multimedia (e.g. Podcasts) are ignored. This measure is designed to give you a rough idea of the types of articles people are likely to read through.

Note: This measure has some methodological issues related to sample size that need to be addressed and thus should be treated solely as an illustration.

10 Best Audience Attrition
Time Spent per Word in Aticle Text

10 Worst Audience Attrition
Time Spent per Word in Aticle Text

More to come on this. . .