Over 451 thousand people visited our site over 1.1 million times and viewed nearly 2.5 million pages of content.

**TOP 5 BY STATE & TOWN (SESSIONS)**

- **MAINE:** 65%
  - AUGUSTA: 22%
  - WATerville: 14%
  - SKOWHEGAN: 4%
  - PORTLAND: 4%
  - BANGOR: 4%

**TOP CLICKED-ON CATEGORIES**

- News
- Politics
- Sports
- Business
- High School Sports
- Lifestyle

**AGE BREAKDOWN**

- **29%** MILLENNIALS 18-34
- **39%** GENX 35-55
- **32%** Boomers 56-70

**BY DEVICE**

- **49%** MOBILE
- **40%** DESKTOP
- **11%** TABLET

**DEMOGRAPHICS**

- **45%** MALE
- **55%** FEMALE

Source: Google Analytics, June 1-30, 2018