Over 1.6 million people visited our site nearly 3.4 million times and viewed over 6.5 million pages of content.

**Top 5 by State & Town**
- **Maine:** 52%
- **Portland:** 19%
- **S. Portland:** 5%
- **Scarborough:** 5%
- **Falmouth:** 5%
- **Brunswick:** 3%

**Traffic**
- **June 1-30, 2018**
- **Unique Users:** 1,627,426
- **Sessions:** 3,306,637
- **Page Views:** 6,511,033

**Demographics**
- **Male:** 53%
- **Female:** 47%

**Top Clicked-On Categories**
- News
- Business
- Sports
- Lifestyle
- Politics
- High School Sports

**By Device**
- **Mobile:** 48%
- **Desktop:** 41%
- **Tablet:** 11%

**Age Breakdown**
- **Millennials (18-34):** 26%
- **Gen X (35-55):** 39%
- **Boomers (56-70):** 35%

*Source: Google Analytics, June 1-30, 2018*