Meet Our Online Readers

**UNIQUE VISITORS**  1.7 MM  **PAGE VIEWS**  3 MM

**AGE RANGE**
- 10% : 18-24
- 12% : 65+
- 15% : 55-64
- 17% : 45-54
- 27% : 25-34
- 19% : 35-44

**GENDER**
- **FEMALE** 56%
- **MALE** 44%
- 87% are college graduates and/or have an advanced degree

**BY DEVICE**
- **Mobile** 73%
- **Desktop** 23%
- **Tablet** 4%

**AFFLUENCE**
- 62% of readers have an HHI over $100,000
- 71% are homeowners

**TOP 5 CATEGORIES**
1. Local Breaking News
2. Food and Drink
3. Real Estate
4. Health and Fitness
5. Wedding

SOURCE: GOOGLE ANALYTICS 2020; DECEMBER 2019 ONLINE READERSHIP SURVEY