

FY21 In-State vs Out-State Traffic to Main and Admissions

Office of Marketing and Brand Management

9/10/2020

Basic Description:

As requested by the Director of Marketing and Brand Management, the data information in this report pertains to a year over year change in the amount of web traffic to the University's main landing page, usm.maine.edu and the Office of Admissions' main landing page, usm.maine.edu/office-of-admissions for in-state and out-of-state visitors.

Main Landing Page

Location	FY19	FY20	PctDif
In-State	945,534	889,341	-5.94%
Out-of-State	544,042	507,261	-6.76%

Admissions Main Page

Location	FY19	FY20	PctDif
In-State	2,650	2,170	-18.11%
Out-of-State	2,694	2,714	0.74%