

Market Close-Up: Portland-Auburn, ME

Portland is Maine's largest city and cultural center. It is a New England classic, with shipping, commercial fishing, and a quaint historic core known as the Old Port. Much of the downtown core has been restored commercially and aesthetically. The result is an excellent example for other cities to follow. Today the Old Port area is an active commercial and entertainment district, with excellent seafood restaurants. Once a large textile center, Lewiston and Auburn are currently reinventing themselves as a manufacturing and service center with high-tech businesses. Once a large textile center, Auburn is currently reinventing themselves as a manufacturing and service center with high-tech businesses. The area does have two small colleges and a large medical center, adding some employment and interest to the area.

Median Income

Portland-Auburn, ME - \$55,937

SMSA Total Retail Sales

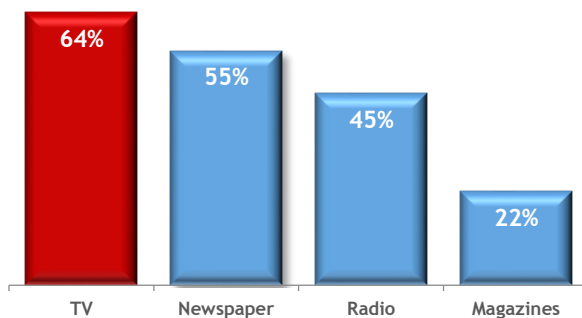
Portland-Auburn, ME - \$21,662,677

At-A-Glance		
DMA Rank	TV Households	Population 2+
79	367,720	856,691
African American HH Rank	Hispanic HH Rank	Asian HH Rank
148	152	119

TV stations serving the area of Portland-Auburn, ME:	
WCSH	NBC, Justice Network, Antenna TV
WGME	CBS, TBD, Stadium
WMTW	ABC, Heroes&Icons
WPFO	FOX, Charge!, Comet
WPME	MyNetworkTV, ION, Laff
WPXT	The CW, MeTV, Escape

TVB Member Stations

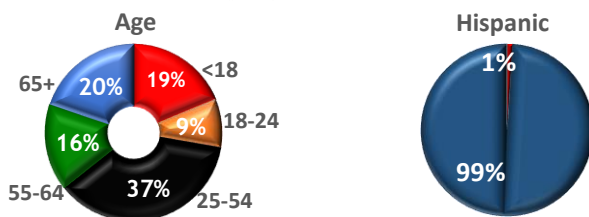
Reliance on Media to Stay Informed
% Agree



Portland-Auburn, ME Interesting Facts

- Billed as "America's first all-display fresh seafood auction," the Portland Fish Exchange has been doing business since 1986. On a daily basis, fishermen present their latest catch and entertain offers from seafood wholesalers and processors.
- Loren Coleman, one of the planet's leading Sasquatch experts, established the International Cryptozoology Museum inside of a Portland house he'd purchased in 2003.

Portland-Auburn, ME Demographic Overview



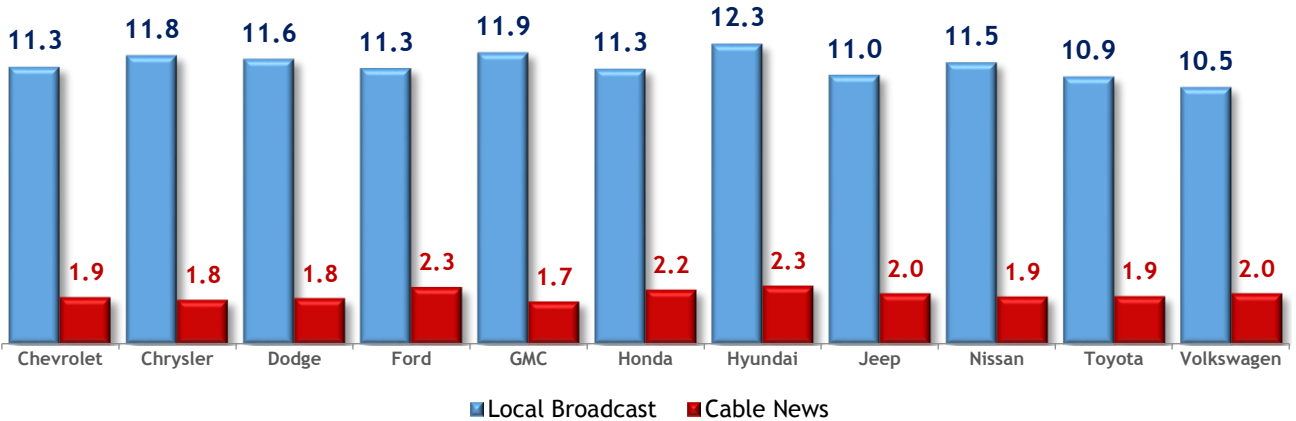
46% loyal to vehicle brand

2017/18 Season
Local Market Close-Up:
Portland-Auburn, ME



Market: Portland-Auburn, ME				Series Ranker (Week of 12/18/17 - 12/24/17)			
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	Live+SD Rtg
1	CBS NFL Single	WGME (CBS)	1	U	1:03 PM	183	31.3
2	CBS NFL Single Post-Gun	WGME (CBS)	1	U	4:06 PM	4	25.8
3	CBS NFL Single Pre-Kick	WGME (CBS)	1	U	1:00 PM	3	24.0
4	CBS NFL Single Post-Game	WGME (CBS)	1	U	4:10 PM	50	16.4
5	WCSH News Center 6 at 6	WCSH (NBC)	5	M T W R F	6:00 PM	30	12.3
6	NBC NFL SUNDAY NT FOOTBALL	WCSH (NBC)	1	S	8:32 PM	163	11.7
7	NFL on FOX National	WPFO (FOX)	1	U	4:35 PM	166	11.3
8	WCSH News Center 6 at 6	WCSH (NBC)	2	S U	6:00 PM	30	11.0
9	NBC Nightly News	WCSH (NBC)	7	M T W R F S U	6:30 PM	30	10.9
10	NBC NFL SUNDAY NT PRE-KICK	WCSH (NBC)	1	S	8:22 PM	10	10.4
11	NFL on FOX Fill	WPFO (FOX)	1	U	4:25 PM	10	10.3
12	Saturday Today	WCSH (NBC)	1	S	7:00 AM	90	9.7
13	The NFL Today	WGME (CBS)	1	U	12:00 PM	60	9.4
14	NFL on FOX Post Gun	WPFO (FOX)	1	U	7:21 PM	6	9.2
15	FOOTBALL NT IN AMERICA 3	WCSH (NBC)	1	S	8:02 PM	20	9.0
16	Survivor: Heroes vs. Healers vs. Hustlers	WGME (CBS)	1	W	8:00 PM	153	8.9
17	NBC NFL SUNDAY NT FTBL-SUS LN	WCSH (NBC)	1	S	11:15 PM	16	8.6
18	Young Sheldon	WGME (CBS)	1	R	8:31 PM	30	8.6
19	WCSH News Center 6 at 5:30	WCSH (NBC)	5	M T W R F	5:30 PM	30	8.5
20	The Voice	WCSH (NBC)	1	M	8:00 PM	121	8.4

Purchasers by Auto Make (comScore)
 Primetime HH Ratings - Oct'17 Weekday Prime (8p-11p)



Local Broadcast News Avg. HH Rating vs. Cable Network News Avg. HH Rating

Avg. Local Broadcast News **4.1**

0.5 Average Cable Network News Channels