

## 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

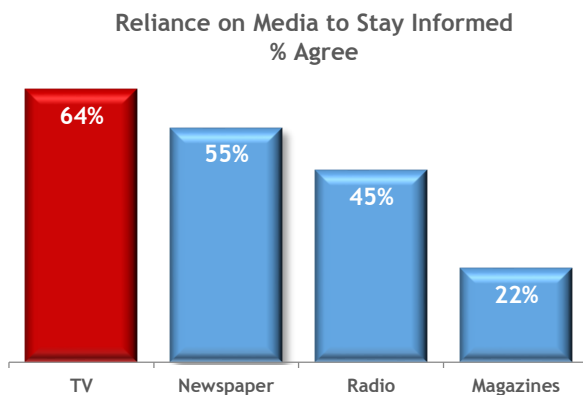
### SMSA Total Retail Sales

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

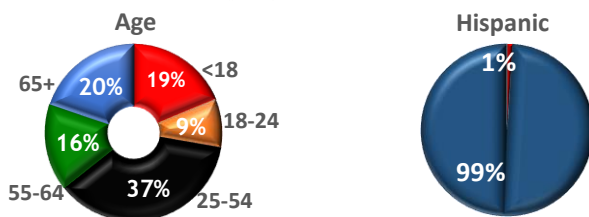
**TVB Member Stations**



## 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