

El Paso TX

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	76	748,100	
DMA	78	945,900	
Hispanic	20	625,000	83.54%
Black	146	26,600	3.56%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	Standard	Wi/Sp; Su/Fa

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM					KHRO-ODS		KHEY-SPR KROD-SPR KTSM-N/T			KAMA-SNT KSVE-SNT KVIV-HIS XEFV-RMX XEJ-SNT XEP-SNT XEWG-SCO XEWB-HIS XEYC-SNT XROK-SAH XZOL-SNT		KELP-REL	
FM	KPRR-CHR XHTO-CHR	KLAQ-AOR	KSII-HAC KTSM-A/C	KOFX-CLH		KHEY-COU				KBNA-RMX KINT-RMX KYSE-RMX XEPR-SCO XHEM-RMX XHGU-SCO XHH-RMX XHIM-SCO XHNZ-RMX XHPX-SCO XUAR-RKE		KPAS-REL	KKLY-NCL KTEP-EDU KVER-NCL
DIGITAL									KPRR-F2-UAC				

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

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COMBOS (+ LMA's)		LOCAL SPORTS COVERAGE		
KHRO-AM, KINT-FM, KOFX-FM, KSVE-AM, KYSE-FM	Entravision Communications	KLAQ-FM	Dallas Cowboys-Football	
KAMA-AM, KBNA-FM, XEJ-AM, XEPR-FM, XHEM-FM, XHTO-FM	Grupo Radio Centro	KROD-AM	University of Texas El Paso-Basketball University of Texas El Paso-Football	
XEWG-AM, XROK-AM	Grupo Siete Comunicacion	KSVE-AM	University of Texas El Paso-Football University of Texas El Paso-Basketball	
KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM	iHeartMedia, Inc.	KHEY-AM	El Paso Diablos-Baseball	
XEFV-AM, XEWR-AM, XHGU-FM, XHH-FM	Nueva Era Radio	KAMA-AM	Texas A&M Aggies-Football	
XEP-AM, XHIM-FM, XHNZ-FM	Radiorama SA de CV	XEJ-AM	Houston Texans (NFL)-Football	
KLAQ-FM, KROD-AM, KSII-FM	Townsquare Media, Inc.	F = Flagship		
SIMULCASTS (TOTAL WEEK)		TRANSLATORS		
		PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
		KELP-AM	Religion	95.9
		KKLY-FM	Non-Commercial	102.7
		KPRR-F2	Urban AC	93.5
		KVIV-AM	Hispanic	92.7
NATIONAL REPS				
KAMA-AM, KBNA-FM, XEJ-AM, XHEM-FM, XHPX-FM, XHTO-FM	KRG-Eastman			
KHEY-FM, KHEY-AM, KPRR-F2, KPRR-FM, KTSM-FM, KTSM-AM	iHeartMedia			
KHRO-AM, KINT-FM, KOFX-FM, KSVE-AM, KYSE-FM	KRG-Katz			
KLAQ-FM, KROD-AM, KSII-FM	KRG-Christal			
XEFV-AM, XEWR-AM, XHGU-FM, XHH-FM, XZOL-AM	McGavren			