



# Radio Packs a Punch!

Radio is the best way to reach  
**El Paso, TX**



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- Radio reaches **89.7%** of Persons 18+ in El Paso!
- Newspaper reaches only **63.5%** of Persons 18+.
- Daytime Television reaches only **17.6%** of Persons 18+.
- And the best way to reach **Persons 18-24...RADIO!**

	Persons 18-24	Men 18-24	Women 18-24
<b>Radio</b>	<b>93.2%</b>	<b>90.5%</b>	<b>96.0%</b>
Newspaper	60.9%	65.2%	56.4%
Daytime Television	17.9%	16.0%	19.9%

Scarborough RL 1 2008 El Paso, Metro, Persons 18+, Read Newspaper in the Past Week; Typically watched TV programs are: daytime soaps & talk shows; Radio – Listened to Radio from 6a-12mid & Metro geography



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- And the best way to reach **Persons 25-54...RADIO!**

	Persons 25-54	Men 25-54	Women 25-54
<b>Radio</b>	<b>93.7%</b>	<b>93.9%</b>	<b>93.6%</b>
<b>Newspaper</b>	<b>61.3%</b>	<b>66.8%</b>	<b>56.3%</b>
<b>Daytime Television</b>	<b>17.0%</b>	<b>7.5%</b>	<b>25.5%</b>

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