El Paso is a unique American city. Self-sufficient and large, the city has a modern downtown, with a commercial district and low skyscrapers. The area features some agriculture, ranching, mining, oil, and “maquiladora” industries, and Fort Bliss brings a military presence to the economic and social base. University of Texas at El Paso adds 16,000 students, a nice campus, and some sports amenities. Nearby geologic areas and the Franklin Mountains State Park offer some outdoor recreational opportunities. Las Cruces is an agricultural and transportation center and home to 17,000 New Mexico State University students. It is also the gateway to historic, geologic, and recreational sites, including White Sands National Monument to the northeast. The downtown is small, clean, and quiet, with an old-west style historic district.

<table>
<thead>
<tr>
<th>Median HH Income</th>
<th>SRDS Total Retail Sales (S000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$46,221</td>
<td>$1,922,864</td>
</tr>
</tbody>
</table>

TV stations serving the area of El Paso (Las Cruces), TX-NM:
- KVIA: ABC, CW, Ion Television, Azteca America
- KDBC: CBS, MyNetworkTV, TBD, Stadium, MeTV, Dabl
- KFOX: Comet TV, Charge!, Stadium
- KINT: Univision, Grit, LATV, Bounce TV
- KTDO: Telemundo, TeleXitos, Lx
- KTFN: UniMas, Justice Network, Quest Bienestar TV
- KTSM: NBC, Estrella TV, Court TV Mystery, Laff

Reliance on Media to Stay Informed

<table>
<thead>
<tr>
<th>Media</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>65%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>39%</td>
</tr>
<tr>
<td>Radio</td>
<td>38%</td>
</tr>
<tr>
<td>Magazines</td>
<td>20%</td>
</tr>
</tbody>
</table>

El Paso (Las Cruces), TX-NM Interesting Facts

- El Paso was the site of the originating event for Thanksgiving in 1598, That is 22 years before the Mayflower arrived!
- El Paso is considered the boot-making capital of the world
- Las Cruces enjoys a whopping 350 days of sunlight a year making it a very popular place for retirees.

El Paso (Las Cruces), TX-NM Demographic Overview

- 49% loyal to vehicle brand

49% Hispanic

Age
- 65+ 13%
- 55-64 10%
- 18-24 27%
- <18 11%
- 25-54 38%