

Max Grossman, PhD
May 6, 2022

Analysis of Comscore ratings for El Paso weekday primetime newscasts for March 14-18, 2022 and April 11-15, 2022

5:00PM

<u>Station</u>	<u>March 14-18</u>	<u>April 11-15</u>	<u>% CHANGE</u>
ABC-7	30,702	31,232	+1.7%
Noticias 26	14,397	14,627	+1.6%
CBS 4 (5:30pm)	13,535	13,615	-0.6%
KTSM 9	9,652	9,048	-6.3%
KFOX 14	8,070	7,960	-1.4%
Telemundo 48	5,888	5,837	-0.9%

6:00PM

<u>Station</u>	<u>March 14-18</u>	<u>April 11-15</u>	<u>% CHANGE</u>
ABC-7	38,177	39,921	+4.6%
KTSM 9	11,512	11,542	+0.3% 30

10:00PM

<u>Station</u>	<u>March 14-18</u>	<u>April 11-15</u>	<u>% CHANGE</u>
ABC-7	30,245	31,207	+3.2%
KFOX 14 (9pm)	20,600	20,771	+0.8%
Noticias 26	16,597	16,710	+0.7%
KTSM 9	13,401	13,121	-2.1%
CBS 4	11,721	11,075	-5.5%
Telemundo 48	5,076	4,963	-2.2%

NET CHANGE OF VIEWERS ACROSS ALL NEWSCASTS: MARCH 14-APRIL 15

ABC-7	+3,236	+3.3%
Noticias 26	+343	+1.1%
KFOX 14	+61	+0.2%
Telemundo 48	-164	-1.5%
CBS 4	-726	-2.9%
KTSM 9	-854	-2.5%