

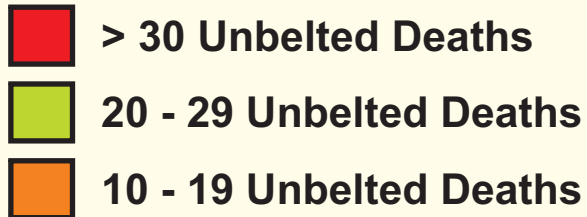
TEEN DEMO ANALYSIS

Top 25 Parish Ranking by Teen Population
(Equals 81% of all LA Teen Population)

and

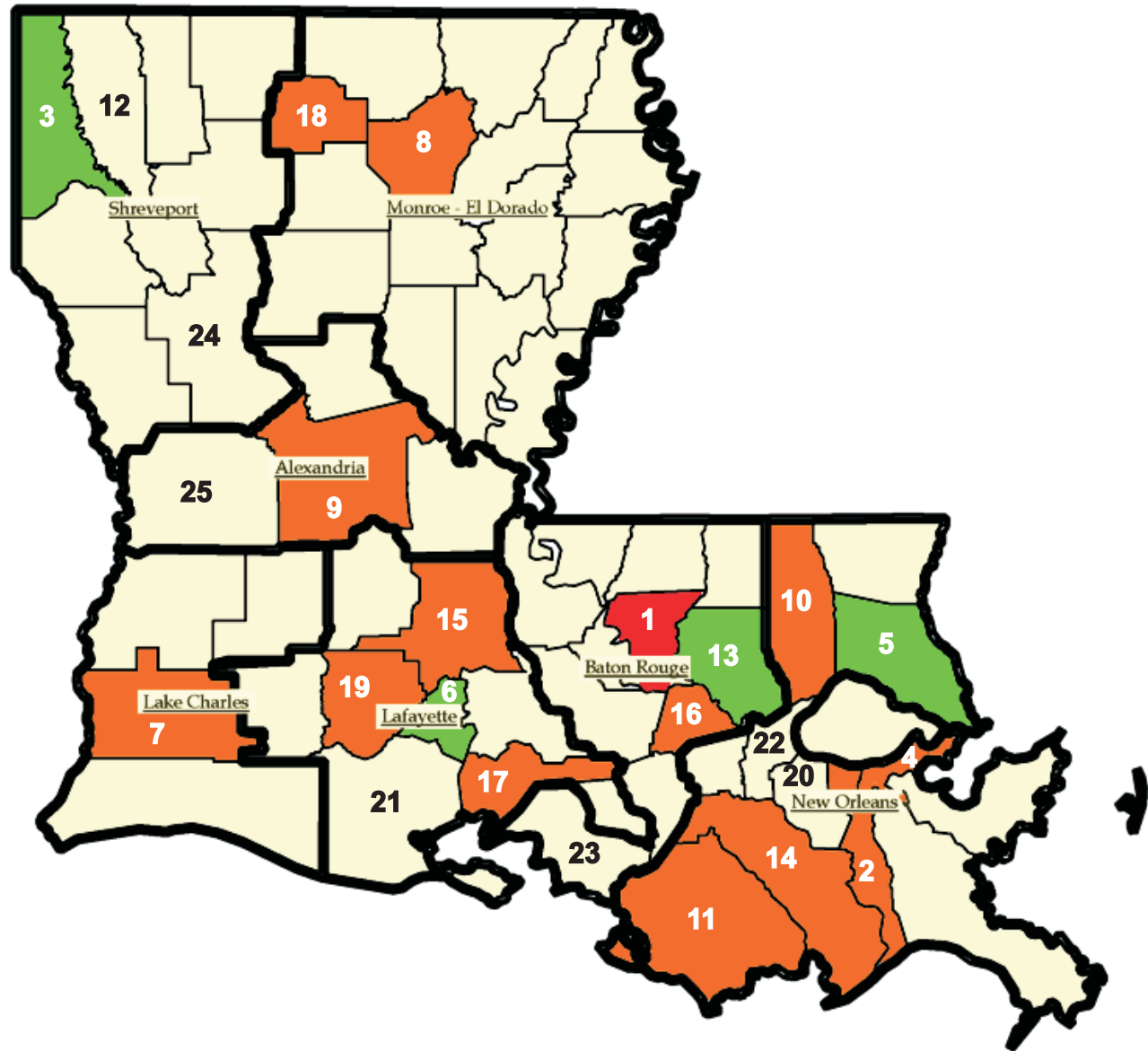
of 16 - 20 Year Old Unbelted Deaths
in Top 18 Parishes 2001 - 2006

(Equals 60% of all LA Teen Unbelted Deaths)



DESIGNATED MARKET AREAS 7 LOUISIANA DMAs (Nielsen 2000) % of Total State Population Served

1. New Orleans	37.5%
2. Baton Rouge	17.5%
3. Lafayette	13.0%
4. Shreveport	11.7%
5. Monroe (El Dorado AR)	9.3%
6. Lake Charles	5.6%
7. Alexandria	5.3%



**HIGHEST
UNBELTED TEEN
LA PARISHES
with
GREATEST POTENTIAL for
EXTRA ATTENTION**