

TEEN DEMO ANALYSIS

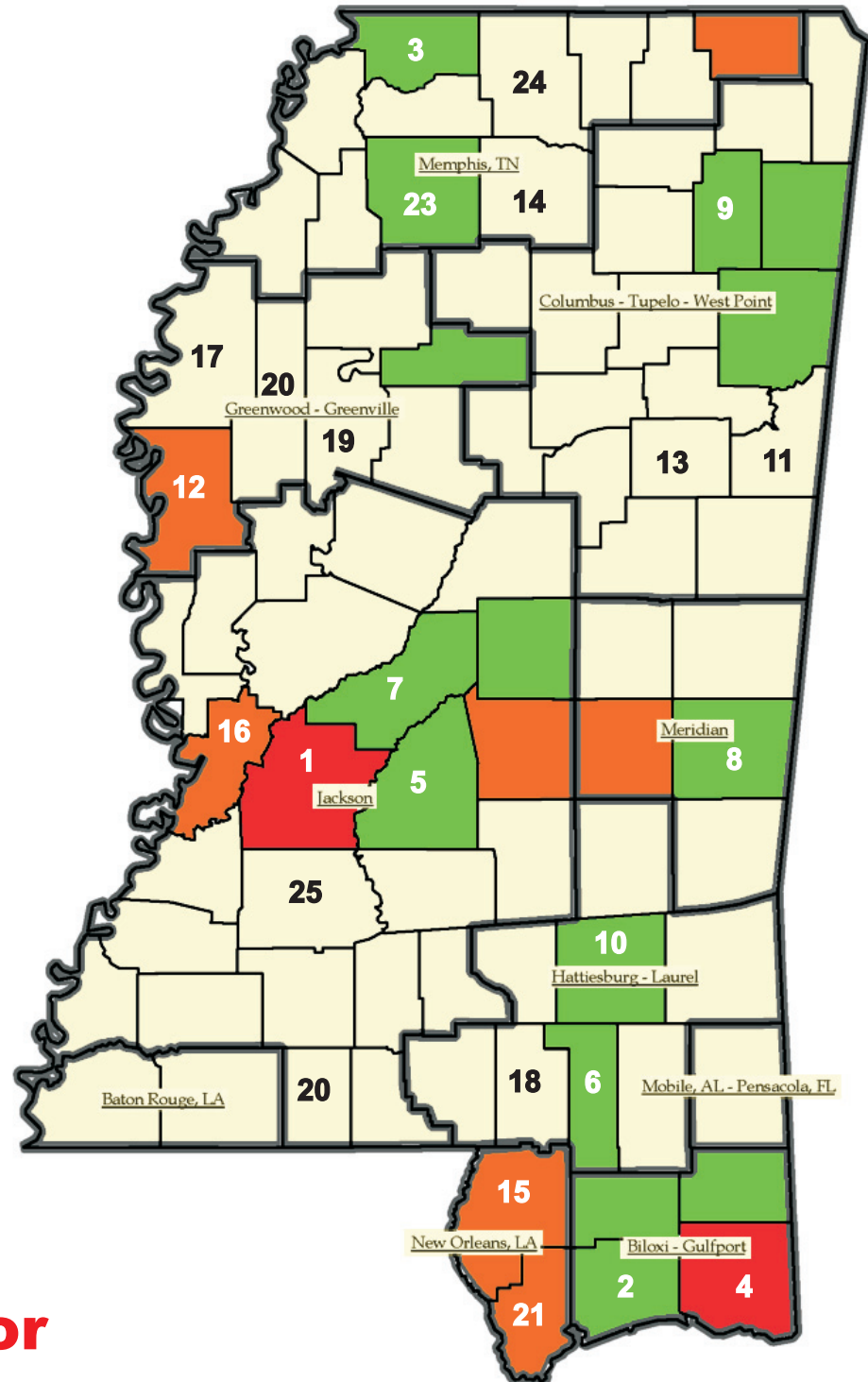
Top 25 County Ranking by Teen Population
(Equals 65% of all MS Teen Population)
and

of 16 - 20 Year Old Unbelted Deaths
in Top 24 Counties 2001 - 2006
(Equals 60% of all MS Teen Unbelted Deaths)

- > 20 Unbelted Deaths
- 10 - 19 Unbelted Deaths
- 8 - 9 Unbelted Deaths

DESIGNATED MARKET AREAS 10 MISSISSIPPI DMAs (Nielsen 2000) % of Total State Population Served

1. Jackson	31.0%
2. Columbus-Tupelo- W Pt	16.6%
3. Biloxi-Gulfport	12.4%
4. Memphis TN	12.4%
5. Hattiesburg-Laurel	9.6%
6. Greenwood AR-Greenville	7.9%
7. Meridian	5.5%
8. New Orleans LA	3.2%
9. Baton Rouge LA	0.8%
10. Mobile AL-Pensacola FL	0.5%



**HIGHEST
UNBELTED TEEN
MS COUNTIES
with
GREATEST POTENTIAL for
EXTRA ATTENTION**