




TEEN DEMO ANALYSIS

Top 10 County Ranking by Teen Population
(Equals 78% of all NM Teen Population)
and

of 16 - 20 Year Old Unbelted Deaths
in Top 10 Counties 2001 - 2006
(Equals 67% of all NM Teen Unbelted Deaths)

-  20 - 25 Unbelted Deaths
-  10 - 19 Unbelted Deaths
-  7 - 9 Unbelted Deaths

DESIGNATED MARKET AREAS
3 NEW MEXICO DMAs (Nielsen 2000)
% of Total State Population Served

1. Albuquerque-Santa Fe	86.1%
2. El Paso TX	9.6%
3. Amarillo TX	4.3%

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

