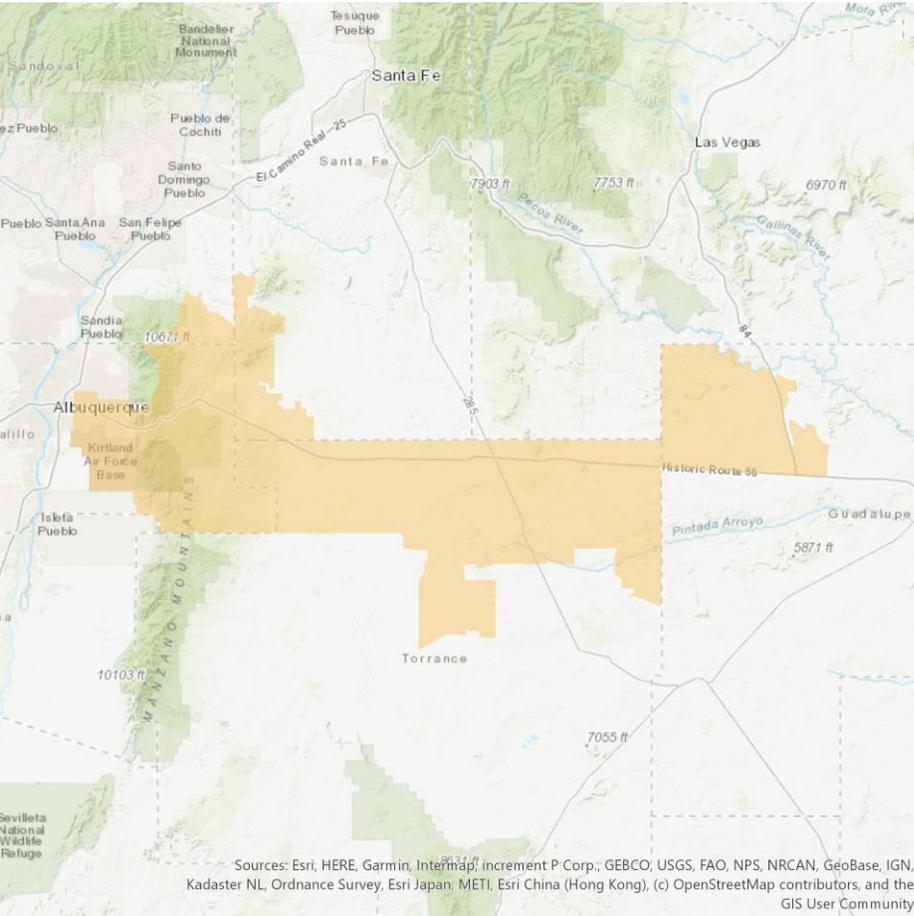


# ABQ EAST



## Zip Codes Included

- 87008      87110
- 87015      87112
- 87035      87116
- 87047      87117
- 87059      87123
- 87108      87711



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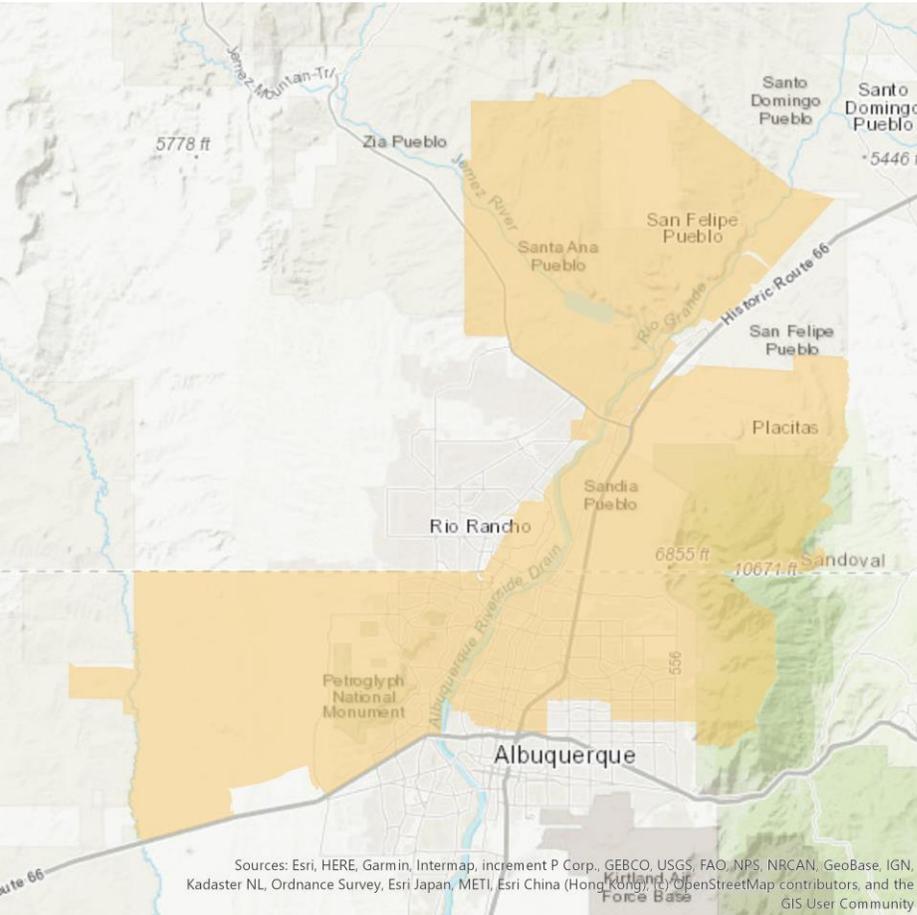
**[www.nationalmediaspots.com](http://www.nationalmediaspots.com)**

**[media@nationalmediaspots.com](mailto:media@nationalmediaspots.com)**

## Demographic Profile

Age Groups	
Persons 17 and under	19.9%
Adults 18-34	22.7%
Adults 35-54	24.3%
Adults 55+	33.1%
Education	
Attended College+	69.7%
Marital Status	
Single (Never Married)	32.5%
Married	44.2%
Divorced/Separated/Widowed	23.3%
Household Income	
\$30,000-\$49,999	18.3%
\$50,000-\$74,999	16.6%
\$75,000-\$99,999	11.3%
\$100,000+	22.4%
Housing Units & Family Type	
% Owner Occupied Units	53.9%
% of HH with Children	24.3%
Race	
White	76.0%
Asian	2.7%
Black/African American	2.9%
Other	18.4%
Ethnicity	
Hispanic	37.1%

# ABQ NORTH



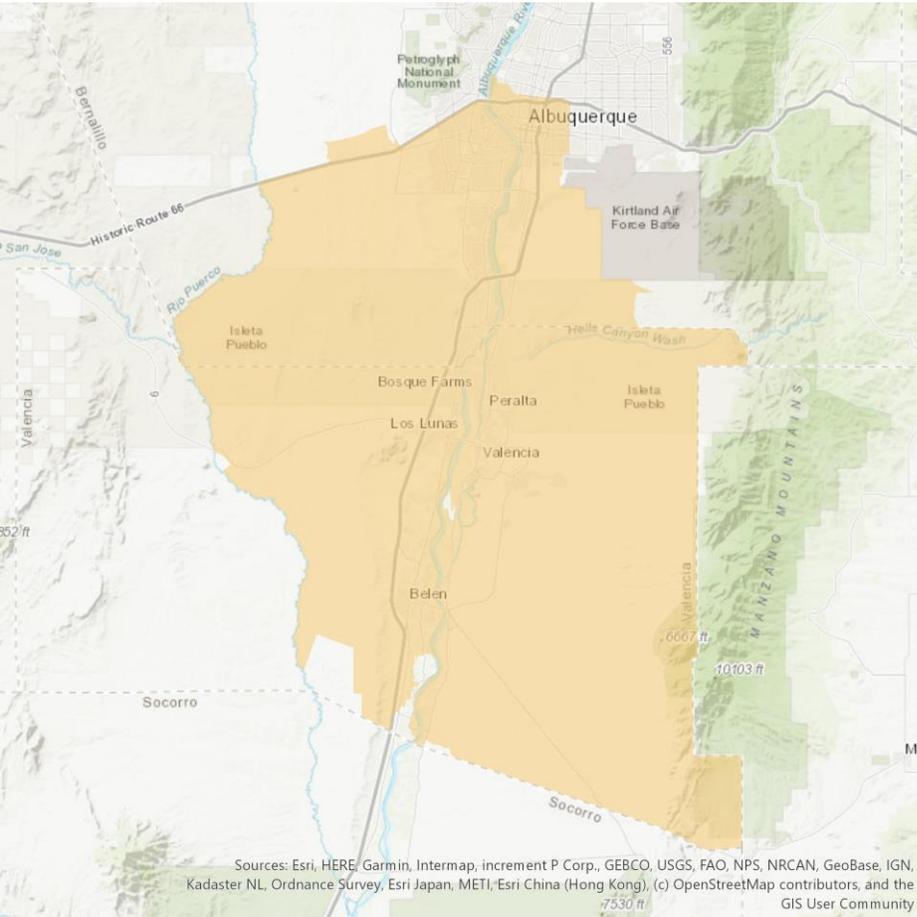
## Zip Codes Included

87004	87111
87043	87113
87048	87114
87107	87120
87109	87122

## Demographic Profile

Age Groups	
Persons 17 and under	21.4%
Adults 18-34	22.4%
Adults 35-54	25.3%
Adults 55+	31.0%
Education	
Attended College+	72.0%
Marital Status	
Single (Never Married)	31.2%
Married	47.5%
Divorced/Separated/Widowed	21.3%
Household Income	
\$30,000-\$49,999	16.5%
\$50,000-\$74,999	17.7%
\$75,000-\$99,999	12.4%
\$100,000+	28.6%
Housing Units & Family Type	
% Owner Occupied Units	60.3%
% of HH with Children	27.3%
Race	
White	75.5%
Asian	3.1%
Black/African American	2.6%
Other	18.8%
Ethnicity	
Hispanic	44.1%

# ABQ SOUTH



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

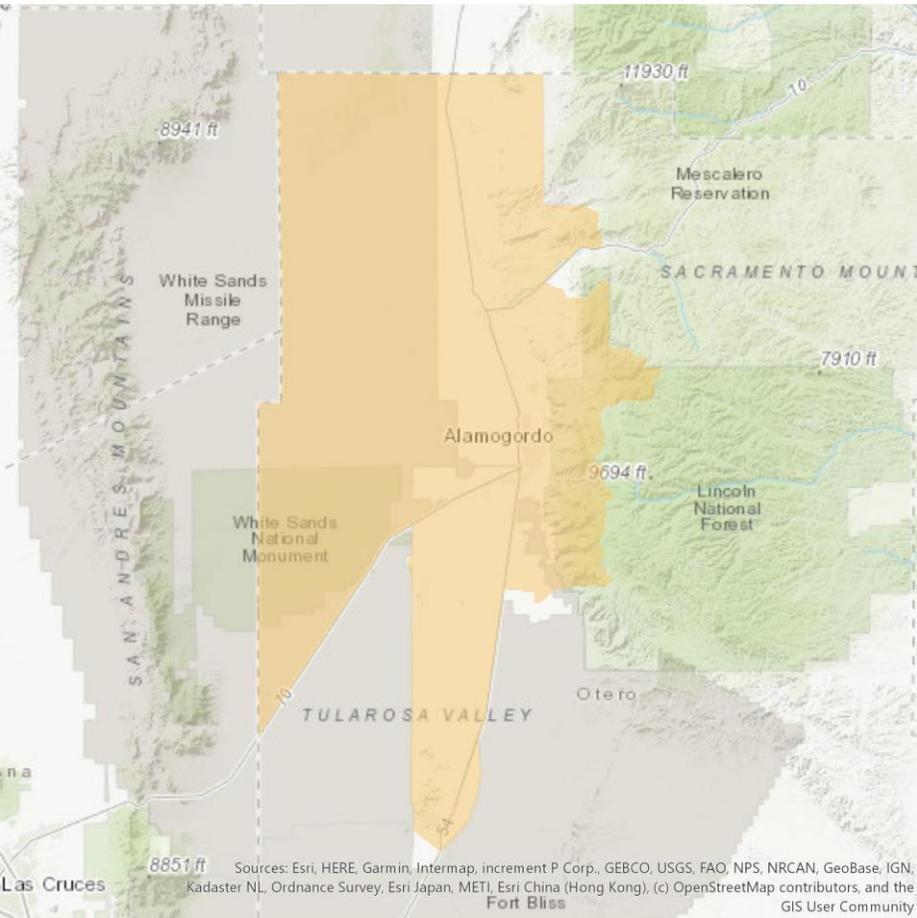
## Zip Codes Included

- 87002
- 87022
- 87031
- 87042
- 87068
- 87102
- 87104
- 87105
- 87106
- 87121
- 87131

## Demographic Profile

Age Groups	
Persons 17 and under	23.5%
Adults 18-34	25.9%
Adults 35-54	25.2%
Adults 55+	25.4%
Education	
Attended College+	53.5%
Marital Status	
Single (Never Married)	39.0%
Married	39.3%
Divorced/Separated/Widowed	21.7%
Household Income	
\$30,000-\$49,999	21.0%
\$50,000-\$74,999	16.6%
\$75,000-\$99,999	10.3%
\$100,000+	13.7%
Housing Units & Family Type	
% Owner Occupied Units	55.3%
% of HH with Children	30.3%
Race	
White	73.0%
Asian	1.3%
Black/African American	2.4%
Other	23.3%
Ethnicity	
Hispanic	63.9%

# ALAMOGORDO



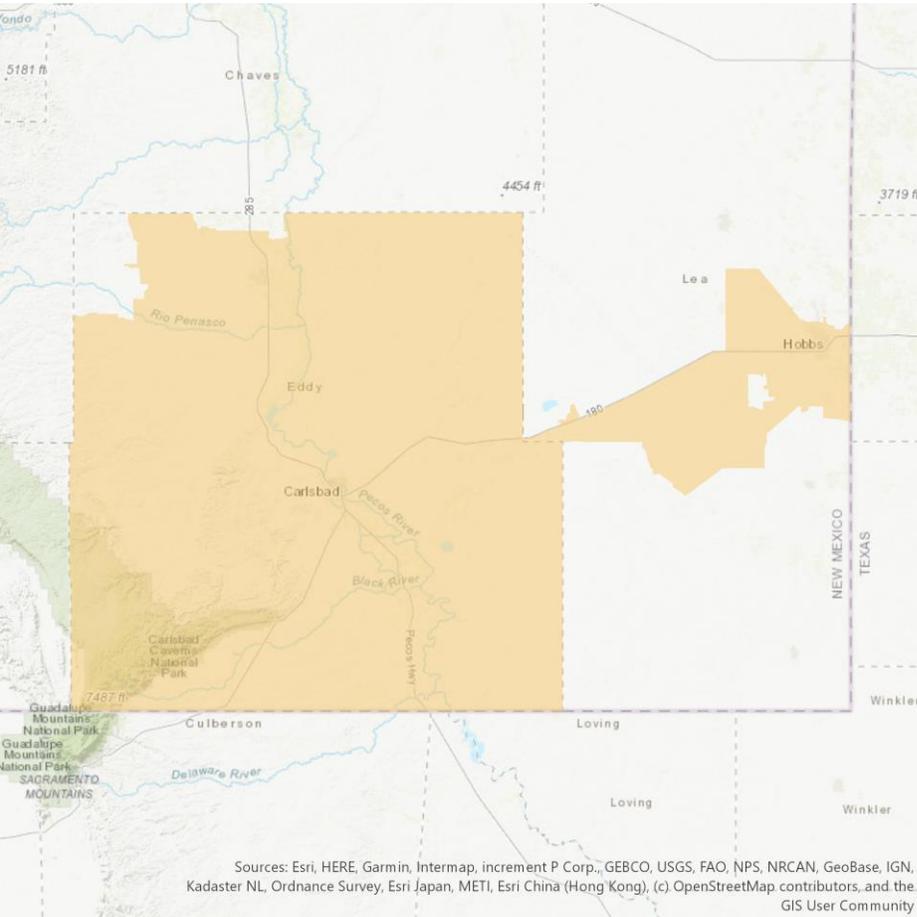
## Zip Codes Included

- 88310
- 88330
- 88337
- 88352

## Demographic Profile

Age Groups	
Persons 17 and under	22.3%
Adults 18-34	26.1%
Adults 35-54	20.5%
Adults 55+	31.2%
Education	
Attended College+	61.0%
Marital Status	
Single (Never Married)	27.4%
Married	49.3%
Divorced/Separated/Widowed	23.3%
Household Income	
\$30,000-\$49,999	23.4%
\$50,000-\$74,999	20.2%
\$75,000-\$99,999	10.7%
\$100,000+	14.2%
Housing Units & Family Type	
% Owner Occupied Units	51.5%
% of HH with Children	26.9%
Race	
White	81.7%
Asian	1.7%
Black/African American	4.7%
Other	11.9%
Ethnicity	
Hispanic	31.7%

# CARLSBAD



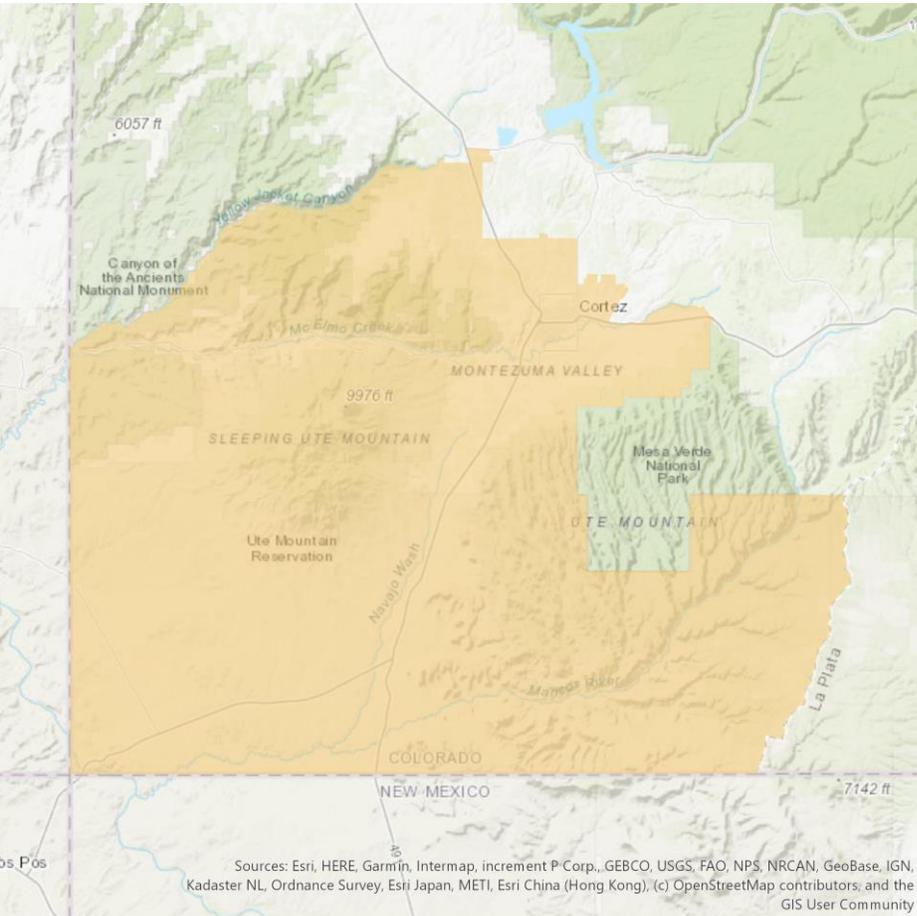
## Zip Codes Included

- 88210
- 88220
- 88240
- 88256

### Demographic Profile

Age Groups	
Persons 17 and under	28.4%
Adults 18-34	24.4%
Adults 35-54	23.3%
Adults 55+	23.9%
Education	
Attended College+	44.8%
Marital Status	
Single (Never Married)	29.1%
Married	50.4%
Divorced/Separated/Widowed	20.5%
Household Income	
\$30,000-\$49,999	16.8%
\$50,000-\$74,999	18.7%
\$75,000-\$99,999	14.2%
\$100,000+	24.4%
Housing Units & Family Type	
% Owner Occupied Units	58.5%
% of HH with Children	38.3%
Race	
White	88.8%
Asian	0.4%
Black/African American	3.4%
Other	7.5%
Ethnicity	
Hispanic	52.5%

# CORTEZ



## Zip Codes Included

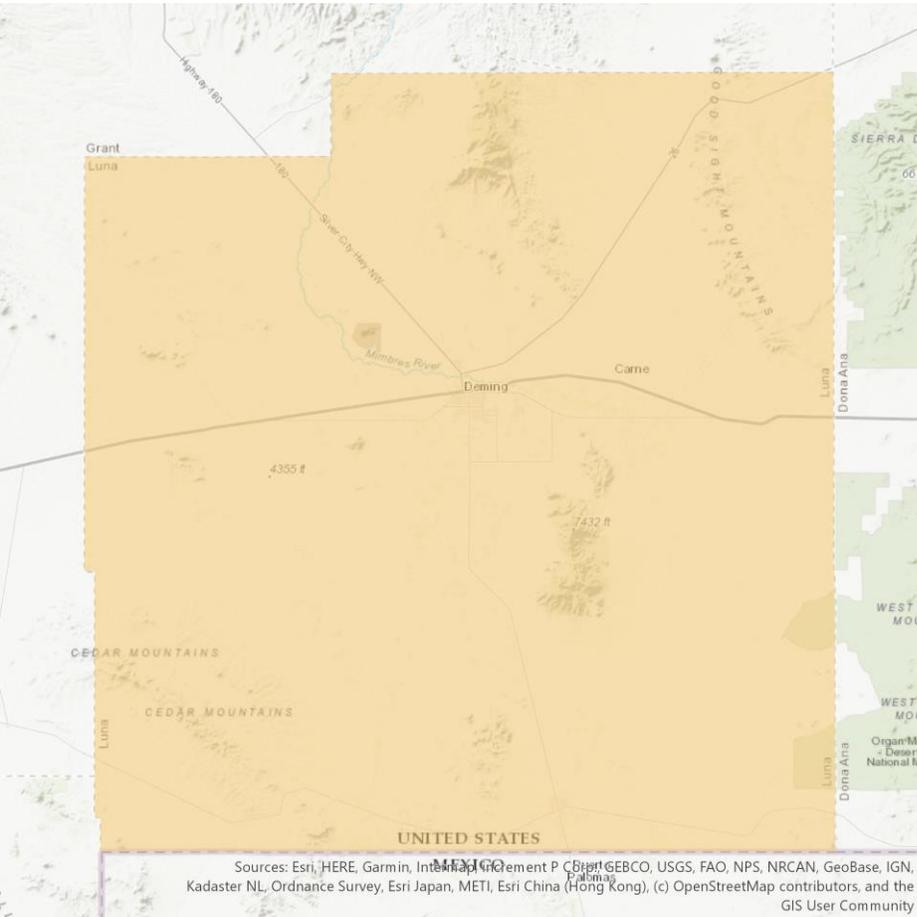
81321

81334

### Demographic Profile

Age Groups	
Persons 17 and under	23.4%
Adults 18-34	19.1%
Adults 35-54	22.6%
Adults 55+	34.8%
Education	
Attended College+	54.5%
Marital Status	
Single (Never Married)	27.1%
Married	49.5%
Divorced/Separated/Widowed	23.4%
Household Income	
\$30,000-\$49,999	21.2%
\$50,000-\$74,999	19.3%
\$75,000-\$99,999	12.8%
\$100,000+	11.3%
Housing Units & Family Type	
% Owner Occupied Units	59.8%
% of HH with Children	27.9%
Race	
White	73.5%
Asian	0.3%
Black/African American	0.2%
Other	26.0%
Ethnicity	
Hispanic	14.6%

# DEMING



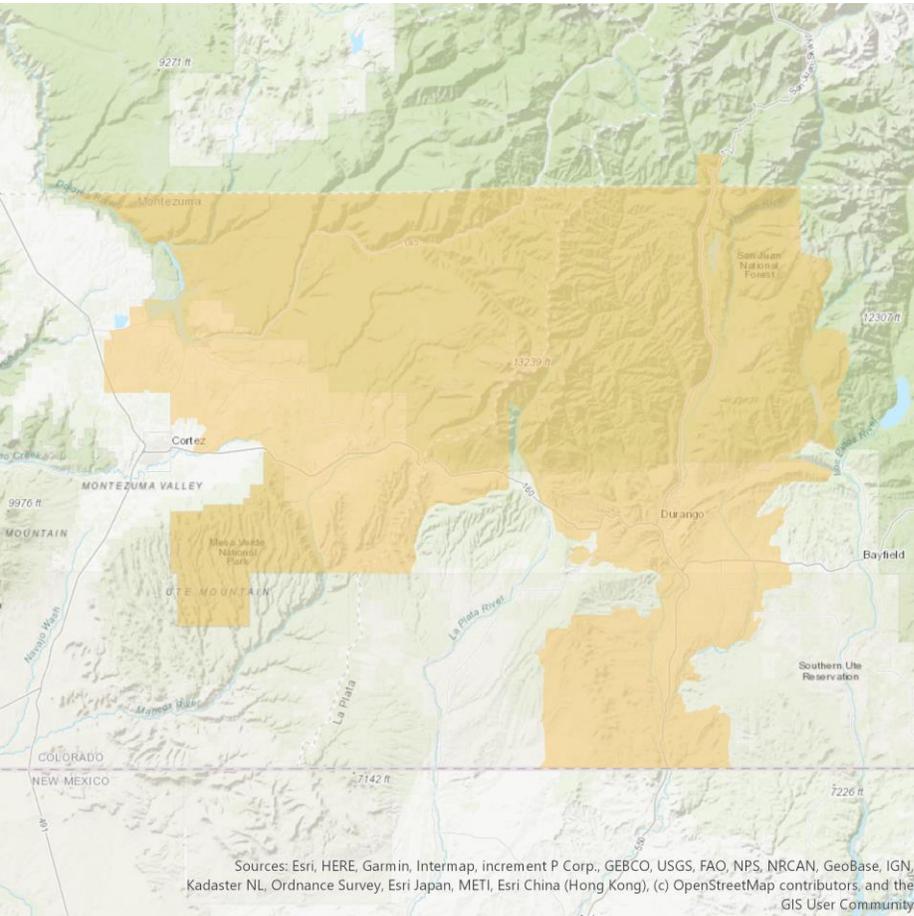
## Zip Codes Included

88030

### Demographic Profile

Age Groups	
Persons 17 and under	26.6%
Adults 18-34	21.2%
Adults 35-54	20.7%
Adults 55+	31.5%
Education	
Attended College+	37.0%
Marital Status	
Single (Never Married)	28.0%
Married	44.3%
Divorced/Separated/Widowed	27.7%
Household Income	
\$30,000-\$49,999	16.2%
\$50,000-\$74,999	14.8%
\$75,000-\$99,999	7.7%
\$100,000+	8.3%
Housing Units & Family Type	
% Owner Occupied Units	49.1%
% of HH with Children	26.7%
Race	
White	91.1%
Asian	0.7%
Black/African American	1.5%
Other	6.7%
Ethnicity	
Hispanic	65.8%

# DURANGO



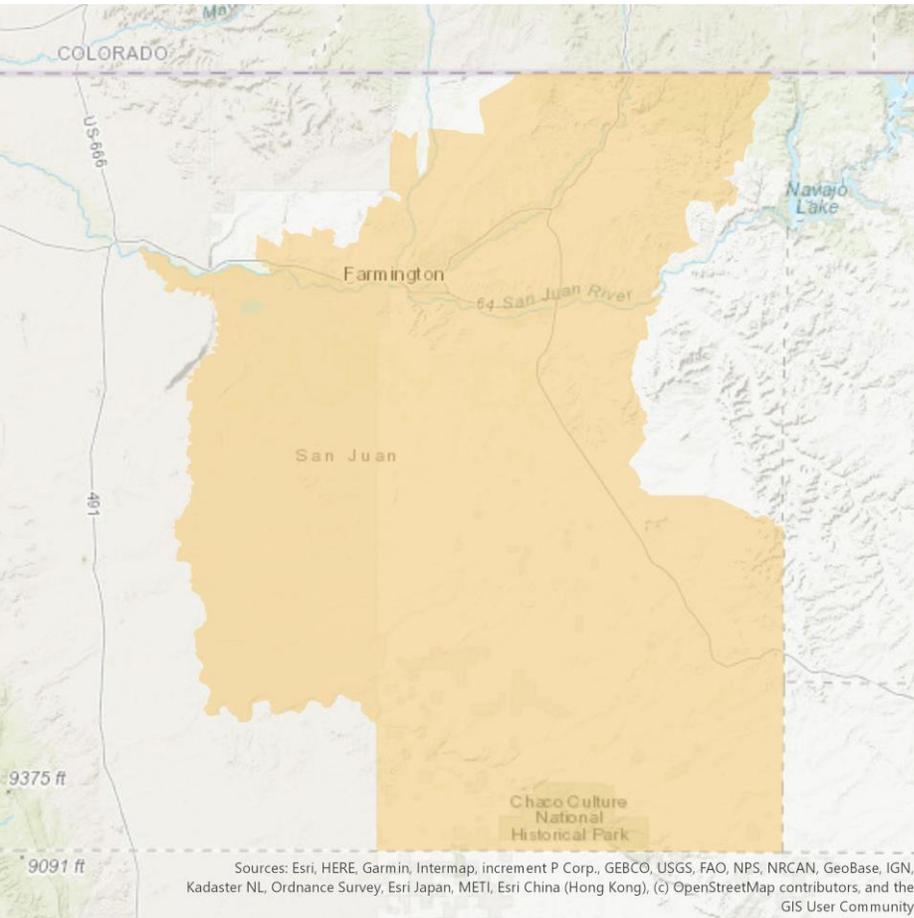
## Zip Codes Included

- 81301
- 81303
- 81323
- 81328

## Demographic Profile

Age Groups	
Persons 17 and under	18.0%
Adults 18-34	23.8%
Adults 35-54	25.3%
Adults 55+	33.0%
Education	
Attended College+	77.4%
Marital Status	
Single (Never Married)	29.1%
Married	53.2%
Divorced/Separated/Widowed	17.7%
Household Income	
\$30,000-\$49,999	18.1%
\$50,000-\$74,999	18.6%
\$75,000-\$99,999	12.9%
\$100,000+	30.4%
Housing Units & Family Type	
% Owner Occupied Units	54.7%
% of HH with Children	24.1%
Race	
White	89.9%
Asian	0.5%
Black/African American	0.5%
Other	9.1%
Ethnicity	
Hispanic	10.2%

# FARMINGTON



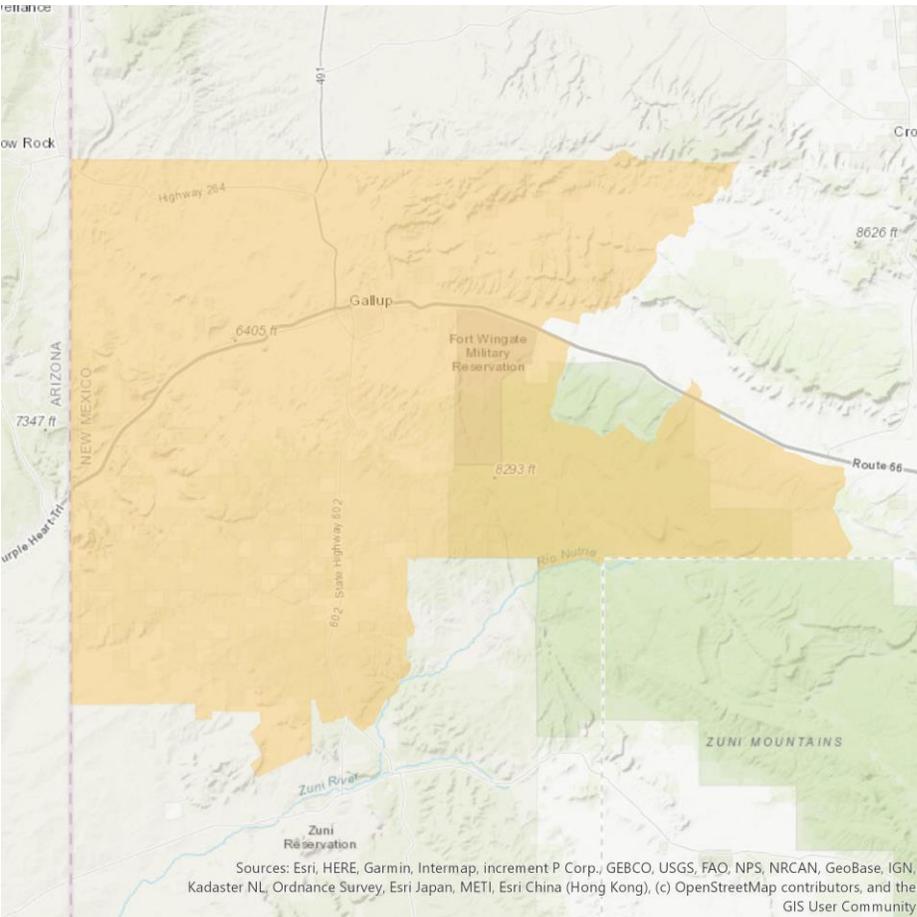
## Zip Codes Included

- 87401
- 87402
- 87410
- 87413
- 87415
- 87416
- 87417

### Demographic Profile

Age Groups	
Persons 17 and under	27.6%
Adults 18-34	22.8%
Adults 35-54	23.6%
Adults 55+	26.0%
Education	
Attended College+	55.3%
Marital Status	
Single (Never Married)	31.9%
Married	48.9%
Divorced/Separated/Widowed	19.2%
Household Income	
\$30,000-\$49,999	18.8%
\$50,000-\$74,999	17.5%
\$75,000-\$99,999	14.8%
\$100,000+	20.8%
Housing Units & Family Type	
% Owner Occupied Units	62.7%
% of HH with Children	36.0%
Race	
White	61.6%
Asian	0.9%
Black/African American	0.7%
Other	36.9%
Ethnicity	
Hispanic	23.6%

# GALLUP



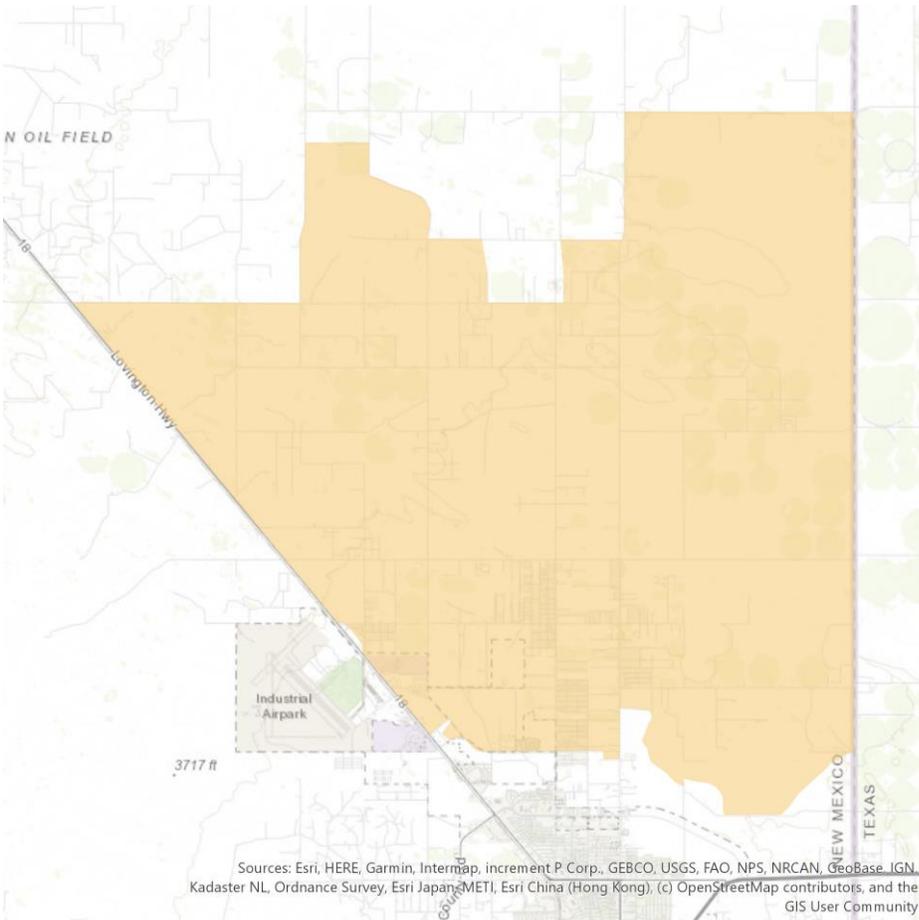
## Zip Codes Included

- 87301
- 87311
- 87317
- 87319
- 87322

### Demographic Profile

Age Groups	
Persons 17 and under	31.5%
Adults 18-34	23.7%
Adults 35-54	22.4%
Adults 55+	22.4%
Education	
Attended College+	46.9%
Marital Status	
Single (Never Married)	44.6%
Married	38.0%
Divorced/Separated/Widowed	17.4%
Household Income	
\$30,000-\$49,999	14.2%
\$50,000-\$74,999	16.0%
\$75,000-\$99,999	7.7%
\$100,000+	18.2%
Housing Units & Family Type	
% Owner Occupied Units	54.0%
% of HH with Children	39.8%
Race	
White	29.0%
Asian	1.9%
Black/African American	1.1%
Other	68.0%
Ethnicity	
Hispanic	28.0%

# HOBBS



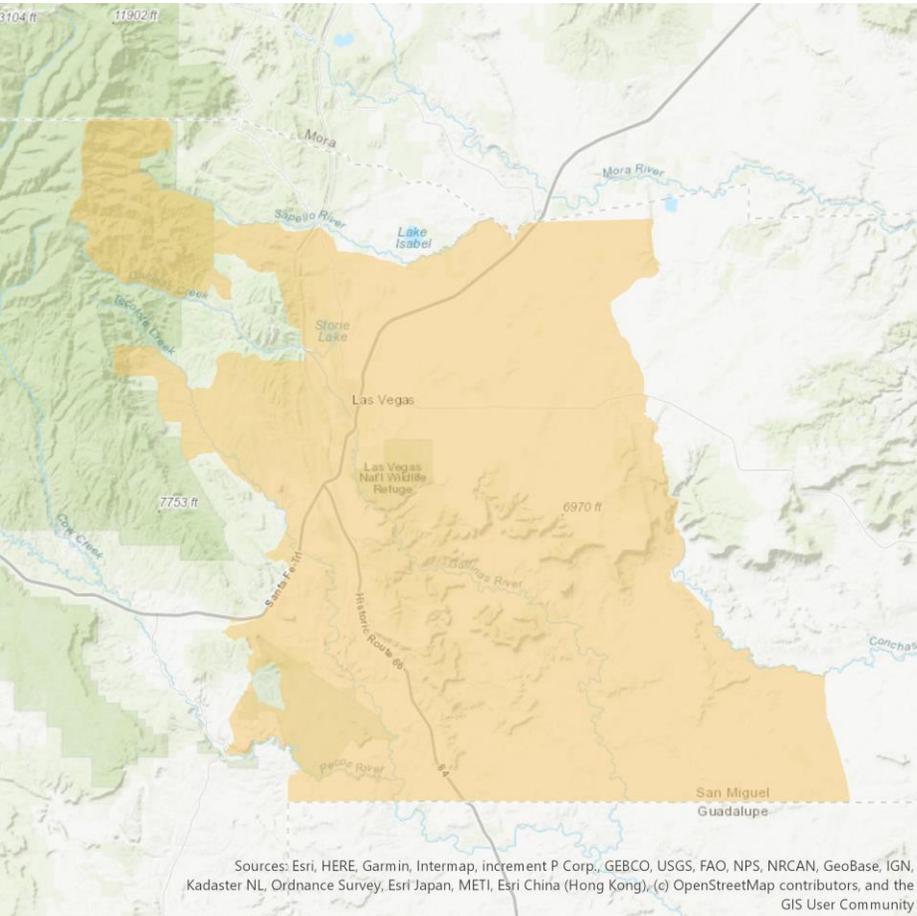
## Zip Codes Included

88242

### Demographic Profile

Age Groups	
Persons 17 and under	30.3%
Adults 18-34	25.1%
Adults 35-54	23.9%
Adults 55+	20.6%
Education	
Attended College+	41.9%
Marital Status	
Single (Never Married)	31.6%
Married	50.6%
Divorced/Separated/Widowed	17.7%
Household Income	
\$30,000-\$49,999	14.9%
\$50,000-\$74,999	21.2%
\$75,000-\$99,999	12.7%
\$100,000+	24.9%
Housing Units & Family Type	
% Owner Occupied Units	55.7%
% of HH with Children	41.6%
Race	
White	87.0%
Asian	0.3%
Black/African American	5.1%
Other	7.6%
Ethnicity	
Hispanic	55.7%

# LAS VEGAS



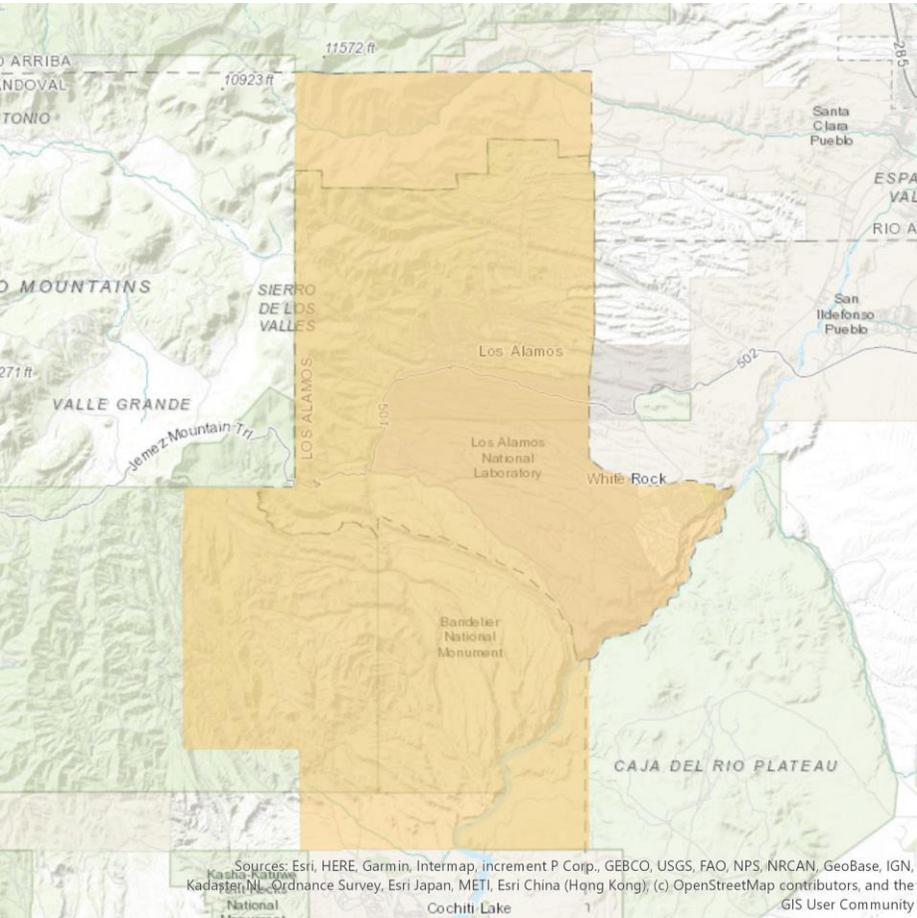
## Zip Codes Included

87701

### Demographic Profile

Age Groups	
Persons 17 and under	20.1%
Adults 18-34	22.9%
Adults 35-54	22.6%
Adults 55+	34.4%
Education	
Attended College+	54.1%
Marital Status	
Single (Never Married)	45.0%
Married	29.2%
Divorced/Separated/Widowed	25.8%
Household Income	
\$30,000-\$49,999	20.7%
\$50,000-\$74,999	16.0%
\$75,000-\$99,999	4.8%
\$100,000+	8.9%
Housing Units & Family Type	
% Owner Occupied Units	53.6%
% of HH with Children	26.4%
Race	
White	57.7%
Asian	1.6%
Black/African American	1.7%
Other	39.0%
Ethnicity	
Hispanic	78.0%

# LOS ALAMOS



## Zip Codes Included

87544

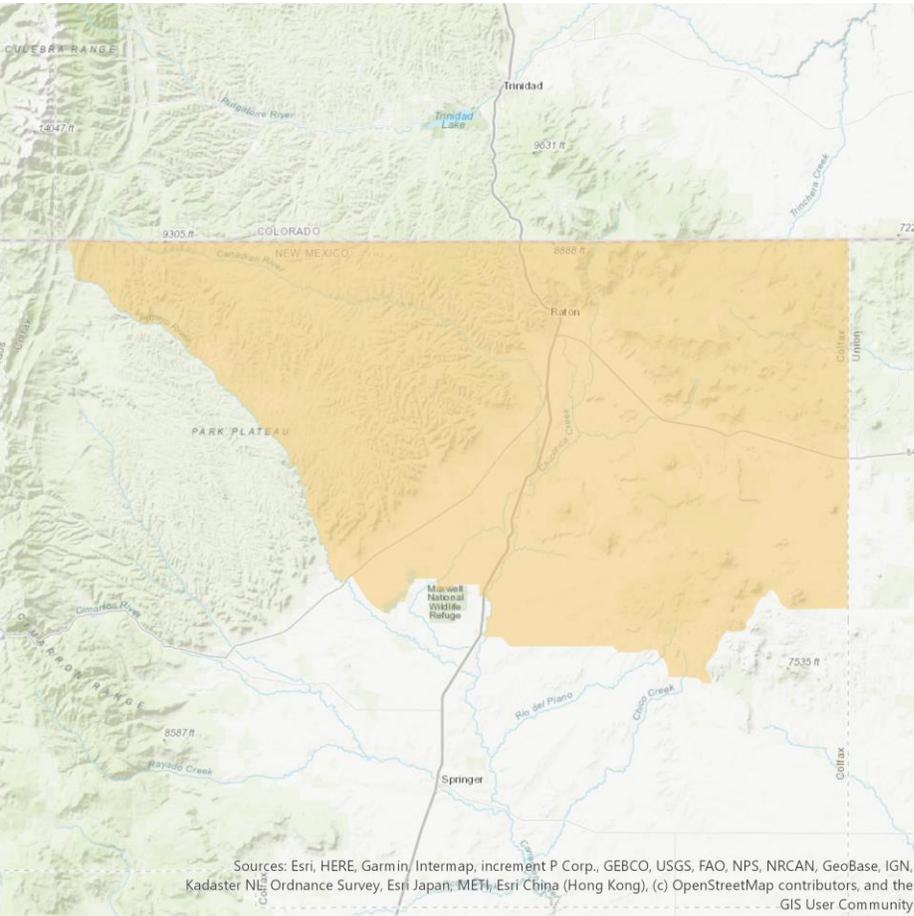
87547

### Demographic Profile

Age Groups	
Persons 17 and under	22.7%
Adults 18-34	17.9%
Adults 35-54	26.5%
Adults 55+	32.9%
Education	
Attended College+	88.0%
Marital Status	
Single (Never Married)	21.7%
Married	64.0%
Divorced/Separated/Widowed	14.3%
Household Income	
\$30,000-\$49,999	7.3%
\$50,000-\$74,999	10.7%
\$75,000-\$99,999	14.5%
\$100,000+	56.9%
Housing Units & Family Type	
% Owner Occupied Units	67.0%
% of HH with Children	28.0%
Race	
White	85.5%
Asian	5.4%
Black/African American	0.2%
Other	8.9%
Ethnicity	
Hispanic	17.6%

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

# RATON



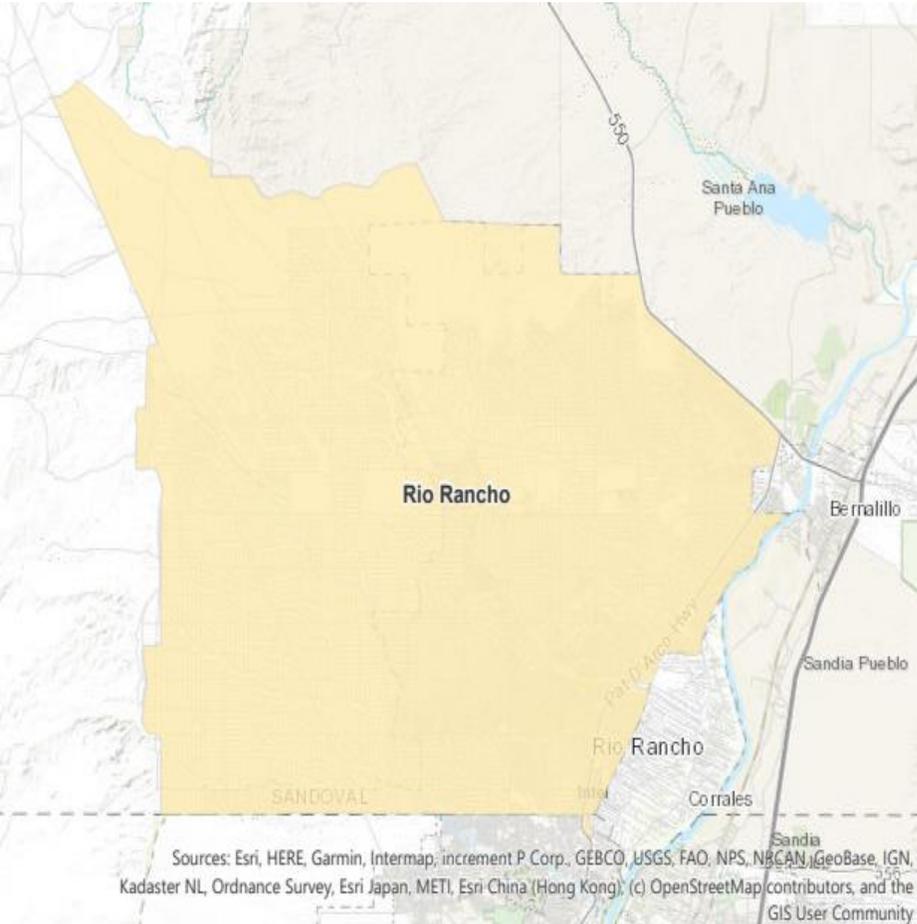
## Zip Codes Included

87740

### Demographic Profile

Age Groups	
Persons 17 and under	20.5%
Adults 18-34	17.4%
Adults 35-54	21.0%
Adults 55+	41.2%
Education	
Attended College+	51.1%
Marital Status	
Single (Never Married)	28.0%
Married	42.9%
Divorced/Separated/Widowed	29.1%
Household Income	
\$30,000-\$49,999	17.3%
\$50,000-\$74,999	11.4%
\$75,000-\$99,999	10.9%
\$100,000+	10.0%
Housing Units & Family Type	
% Owner Occupied Units	53.8%
% of HH with Children	25.4%
Race	
White	88.3%
Asian	0.1%
Black/African American	0.1%
Other	11.4%
Ethnicity	
Hispanic	54.3%

# RIO RANCHO



## Zip Codes Included

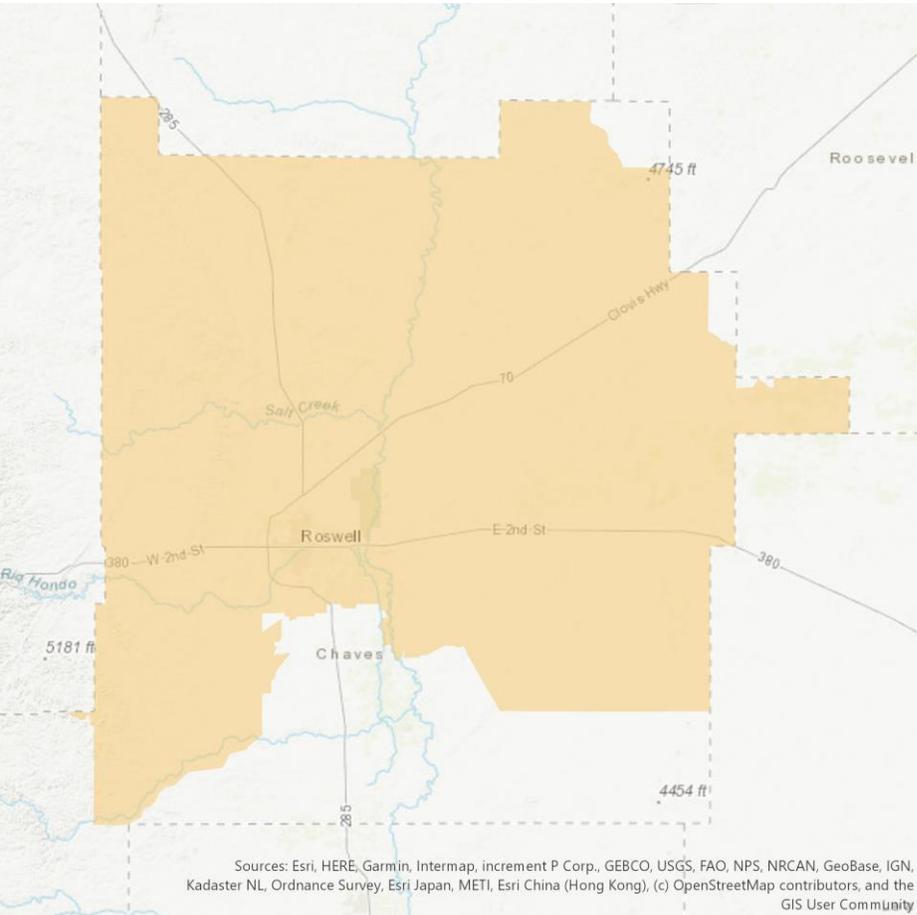
87124

87144

### Demographic Profile

Age Groups	
Persons 17 and under	25.1%
Adults 18-34	21.3%
Adults 35-54	26.4%
Adults 55+	27.2%
Education	
Attended College+	67.9%
Marital Status	
Single (Never Married)	27.2%
Married	52.8%
Divorced/Separated/Widowed	20.1%
Household Income	
\$30,000-\$49,999	19.0%
\$50,000-\$74,999	22.2%
\$75,000-\$99,999	15.2%
\$100,000+	23.6%
Housing Units & Family Type	
% Owner Occupied Units	71.9%
% of HH with Children	34.4%
Race	
White	80.1%
Asian	1.7%
Black/African American	2.9%
Other	15.3%
Ethnicity	
Hispanic	41.7%

# ROSWELL NM



## Zip Codes Included

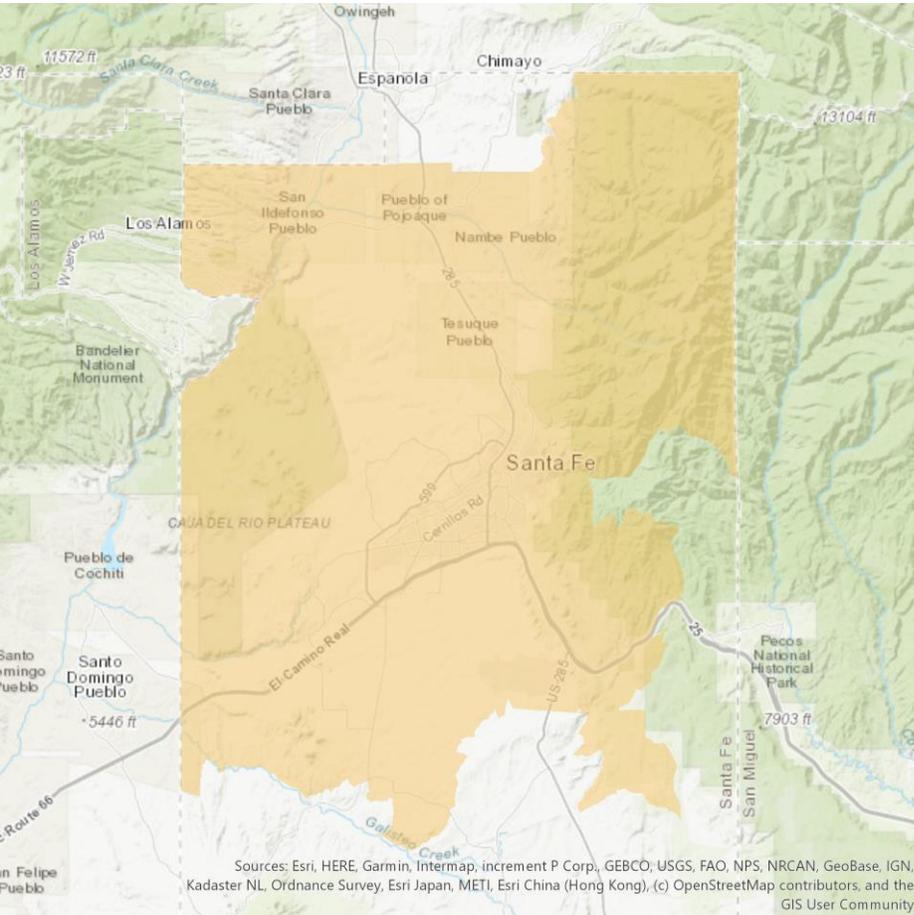
88201

88203

### Demographic Profile

Age Groups	
Persons 17 and under	27.0%
Adults 18-34	22.6%
Adults 35-54	22.7%
Adults 55+	27.6%
Education	
Attended College+	52.0%
Marital Status	
Single (Never Married)	30.5%
Married	46.6%
Divorced/Separated/Widowed	22.8%
Household Income	
\$30,000-\$49,999	19.3%
\$50,000-\$74,999	18.3%
\$75,000-\$99,999	11.0%
\$100,000+	15.3%
Housing Units & Family Type	
% Owner Occupied Units	58.8%
% of HH with Children	36.0%
Race	
White	84.1%
Asian	0.7%
Black/African American	1.8%
Other	13.4%
Ethnicity	
Hispanic	54.7%

# SANTA FE



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

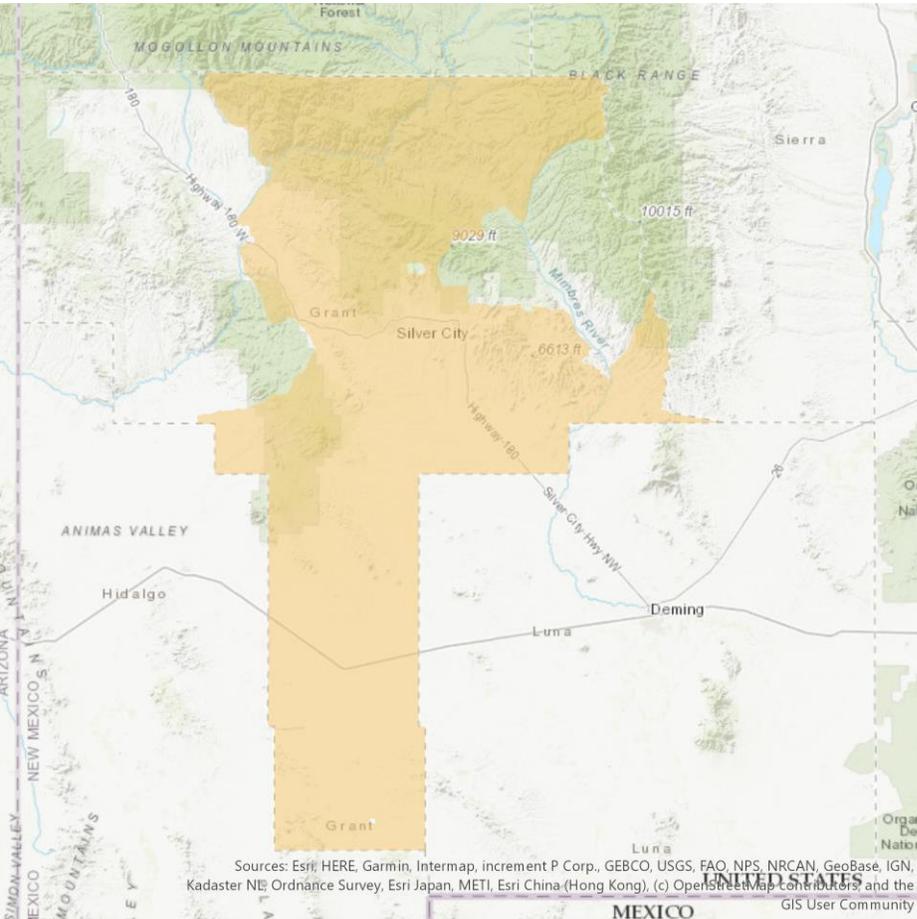
## Zip Codes Included

- 87501
- 87505
- 87506
- 87507
- 87508
- 87574

## Demographic Profile

Age Groups	
Persons 17 and under	18.4%
Adults 18-34	19.1%
Adults 35-54	24.1%
Adults 55+	38.4%
Education	
Attended College+	66.8%
Marital Status	
Single (Never Married)	31.8%
Married	45.4%
Divorced/Separated/Widowed	22.8%
Household Income	
\$30,000-\$49,999	18.1%
\$50,000-\$74,999	18.7%
\$75,000-\$99,999	12.0%
\$100,000+	27.9%
Housing Units & Family Type	
% Owner Occupied Units	58.9%
% of HH with Children	23.0%
Race	
White	84.7%
Asian	1.4%
Black/African American	1.1%
Other	12.8%
Ethnicity	
Hispanic	52.1%

# SILVER CITY



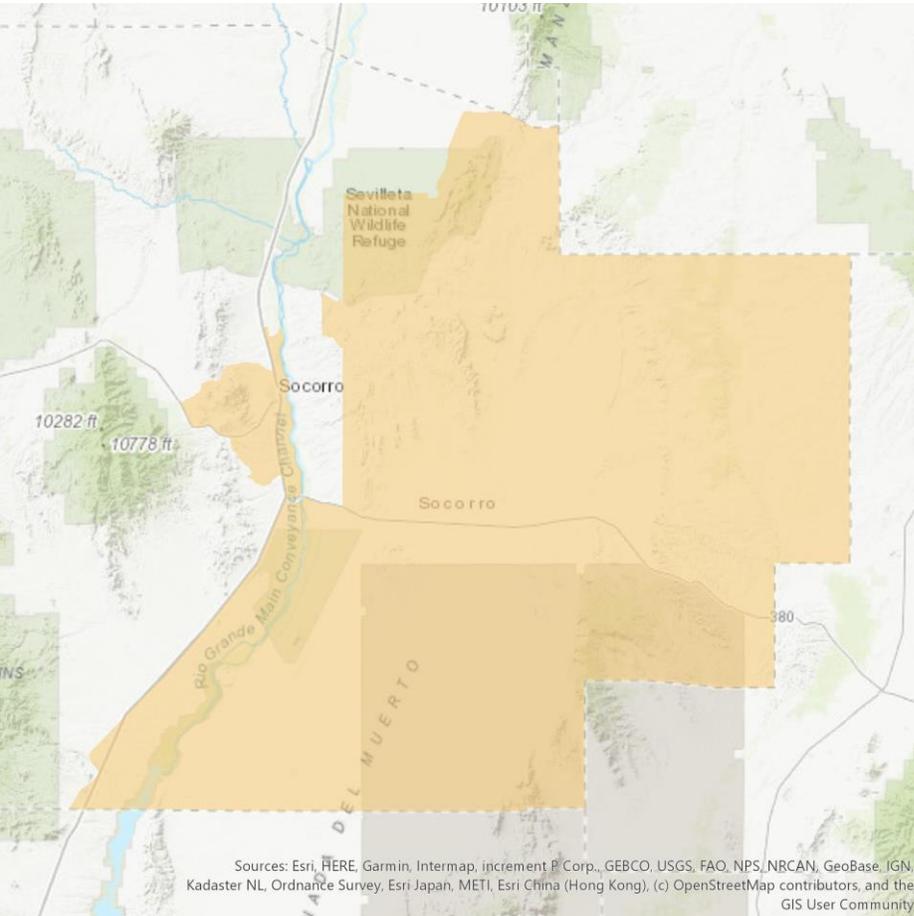
## Zip Codes Included

- 88022
- 88023
- 88026
- 88043
- 88061
- 88065

## Demographic Profile

Age Groups	
Persons 17 and under	22.2%
Adults 18-34	18.9%
Adults 35-54	21.1%
Adults 55+	37.9%
Education	
Attended College+	62.0%
Marital Status	
Single (Never Married)	29.8%
Married	45.3%
Divorced/Separated/Widowed	25.0%
Household Income	
\$30,000-\$49,999	21.4%
\$50,000-\$74,999	15.6%
\$75,000-\$99,999	11.9%
\$100,000+	12.6%
Housing Units & Family Type	
% Owner Occupied Units	56.6%
% of HH with Children	25.9%
Race	
White	93.4%
Asian	0.2%
Black/African American	0.8%
Other	5.7%
Ethnicity	
Hispanic	53.2%

# SOCORRO



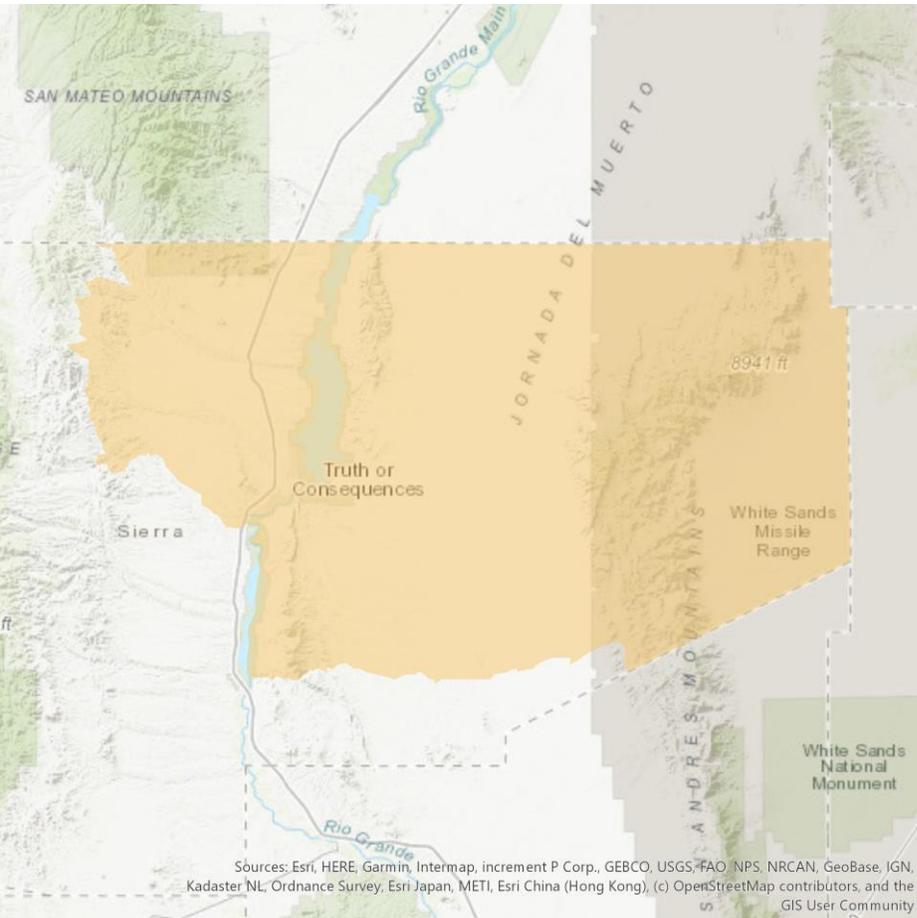
## Zip Codes Included

87801

### Demographic Profile

Age Groups	
Persons 17 and under	22.4%
Adults 18-34	32.4%
Adults 35-54	18.1%
Adults 55+	27.1%
Education	
Attended College+	50.7%
Marital Status	
Single (Never Married)	52.9%
Married	27.9%
Divorced/Separated/Widowed	19.2%
Household Income	
\$30,000-\$49,999	23.2%
\$50,000-\$74,999	11.5%
\$75,000-\$99,999	7.3%
\$100,000+	14.4%
Housing Units & Family Type	
% Owner Occupied Units	39.5%
% of HH with Children	22.1%
Race	
White	81.9%
Asian	4.3%
Black/African American	0.6%
Other	13.1%
Ethnicity	
Hispanic	52.7%

T O R C



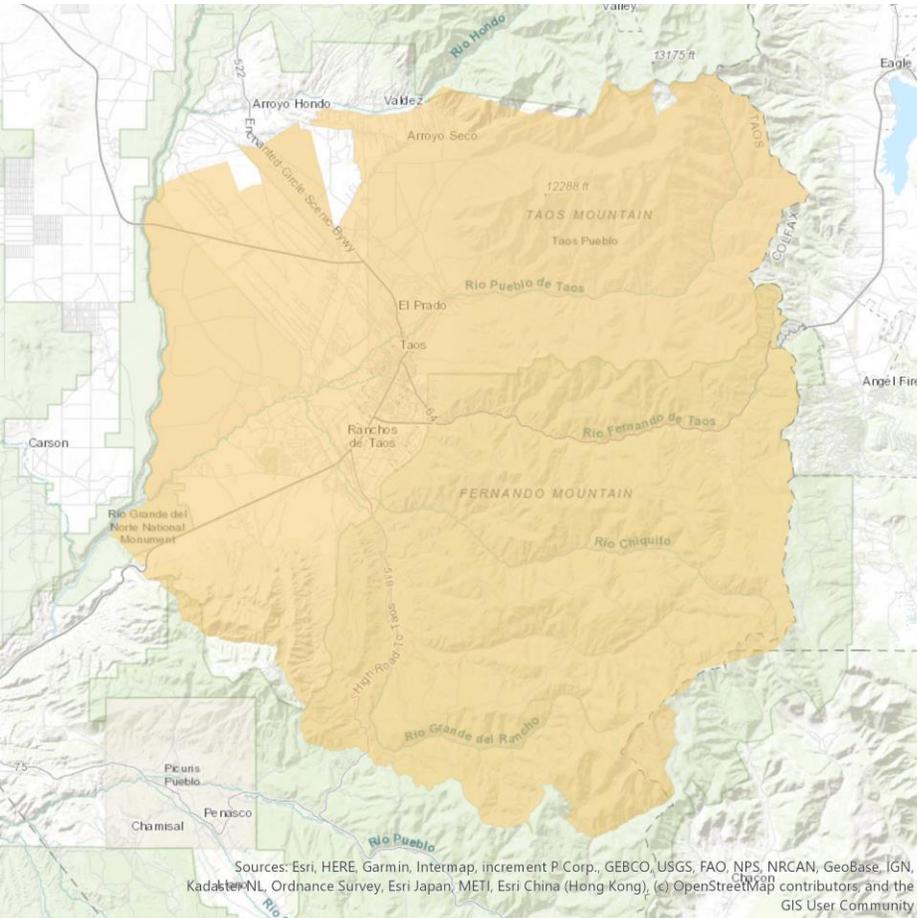
Zip Codes Included

- 87901
- 87935
- 87942

Demographic Profile

Age Groups	
Persons 17 and under	15.3%
Adults 18-34	12.8%
Adults 35-54	18.6%
Adults 55+	53.4%
Education	
Attended College+	52.7%
Marital Status	
Single (Never Married)	22.8%
Married	41.7%
Divorced/Separated/Widowed	35.5%
Household Income	
\$30,000-\$49,999	19.5%
\$50,000-\$74,999	12.5%
\$75,000-\$99,999	8.7%
\$100,000+	8.5%
Housing Units & Family Type	
% Owner Occupied Units	46.3%
% of HH with Children	16.5%
Race	
White	89.2%
Asian	0.8%
Black/African American	0.7%
Other	9.3%
Ethnicity	
Hispanic	25.9%

# TAOS



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community

## Zip Codes Included

- 87529
- 87557
- 87571

## Demographic Profile

Age Groups	
Persons 17 and under	18.9%
Adults 18-34	16.4%
Adults 35-54	26.1%
Adults 55+	38.6%
Education	
Attended College+	65.6%
Marital Status	
Single (Never Married)	33.6%
Married	37.8%
Divorced/Separated/Widowed	28.6%
Household Income	
\$30,000-\$49,999	21.8%
\$50,000-\$74,999	13.7%
\$75,000-\$99,999	8.7%
\$100,000+	16.3%
Housing Units & Family Type	
% Owner Occupied Units	49.1%
% of HH with Children	23.1%
Race	
White	83.8%
Asian	0.3%
Black/African American	0.7%
Other	15.2%
Ethnicity	
Hispanic	54.2%