

NEW HAMPSHIRE'S DEMOGRAPHIC REPORT

SOURCE: Nielsen Claritas provides enhanced census data at the carrier route level enabling us to target consumers based on specific demographics. This data is projected and updated annually. Data is based on the 2000 census and, in most cases, projected to the current year where noted.

MARKET	NTA®	MED AGE	MED ADULT AGE	POP AGE 25-54	MED Home Value	AVG Home Value	MED HH Income	AVG HH Income	Single Family Dwellings	% Owner Occupied	Avg HH Size	HHs w/ Children	% White Collar	% Blue Collar	% HHs 2+ Workers	% Married	% High School and Some College	% College Degree	HHs w/ 2+ Vehicles
IB		38.5	46.8	42.47%	\$275,000	\$308,466	\$93,746	\$114,363	83.98%	88.16%	3	52.13%	71.86%	18.77%	70.87%	65.97%	57.18%	36.67%	80.00%
BM		42	49.3	39.46%	\$314,121	\$375,365	\$84,574	\$109,881	75.52%	76.14%	2.6	39.67%	74.17%	16.15%	62.32%	61.80%	49.16%	39.70%	69.29%
GH		45.2	50.8	39.83%		\$424,838	\$85,956	\$109,768	77.13%	82.45%	2.5	33.20%	71.86%	16.82%	61.31%	62.57%	50.55%	42.73%	70.00%
BT		40.1	47	42.99%	\$241,389	\$277,745	\$90,094	\$105,547	86.77%	87.43%	2.8	45.84%	73.53%	15.95%	72.96%	66.95%	56.34%	36.95%	79.12%
BW		40.4	47.4	42.97%	\$264,479	\$323,502	\$81,605	\$105,017	71.57%	74.46%	2.6	37.65%	74.95%	16.88%	63.96%	61.33%	48.22%	45.31%	67.97%
IQ		41.5	48.1	42.33%	\$304,770	\$339,412	\$89,237	\$104,757	86.35%	88.79%	2.8	42.31%	71.38%	19.29%	70.90%	65.02%	60.79%	32.14%	76.59%
BS		40.3	47.7	42.18%	\$271,299	\$316,115	\$83,037	\$104,446	72.73%	76.54%	2.7	43.55%	69.80%	20.87%	69.86%	64.24%	53.55%	39.28%	74.77%
IC		42.3	48.7	42.22%	\$300,864	\$346,319	\$77,714	\$100,790	76.53%	79.70%	2.6	37.16%	67.37%	22.07%	67.37%	60.24%	58.74%	30.23%	72.06%
ID		38.7	46	44.06%	\$258,099	\$272,104	\$84,680	\$98,912	75.95%	79.40%	2.8	45.31%	66.27%	24.02%	72.11%	62.52%	62.49%	27.74%	74.36%
BW		40.7	47.4	44.39%	\$231,232	\$258,387	\$79,017	\$92,869	58.84%	67.59%	2.5	33.89%	72.55%	16.87%	65.76%	58.27%	53.48%	37.27%	63.67%
CW		39.9	46.8	44.65%	\$255,888	\$299,024	\$63,621	\$82,604	58.85%	61.55%	2.5	36.03%	71.50%	16.07%	65.36%	48.93%	52.81%	36.76%	57.07%
GC		31.7	38.7	39.54%	\$261,260	\$291,760	\$65,901	\$82,408	60.33%	61.82%	2.5	33.43%	69.01%	15.14%	64.22%	42.27%	48.60%	44.14%	65.48%
BH		38	44.7	44.84%	\$240,137	\$263,994	\$68,271	\$79,844	60.73%	64.20%	2.5	35.49%	66.27%	22.42%	66.10%	53.68%	57.85%	30.15%	65.68%
GB		42.6	48.1	45.48%	\$298,441	\$363,240	\$59,982	\$78,525	55.68%	56.45%	2.1	24.72%	69.02%	16.66%	61.25%	48.87%	53.19%	38.16%	50.90%
IR		41.1	47.6	43.06%	\$220,121	\$250,758	\$64,787	\$77,492	61.67%	76.39%	2.6	37.70%	56.33%	29.60%	67.54%	57.48%	62.04%	24.00%	66.47%
XQ		39.9	46.9	43.01%	\$261,430	\$290,315	\$65,027	\$77,197	59.86%	65.83%	2.5	36.07%	61.01%	26.13%	64.62%	52.75%	62.15%	22.29%	60.45%
IN		38.9	46.4	43.10%	\$266,178	\$297,697	\$65,936	\$76,926	69.27%	72.74%	2.7	38.58%	62.47%	24.70%	66.39%	54.23%	59.43%	22.78%	62.11%
IM		40.8	47.6	42.87%	\$264,251	\$292,060	\$65,737	\$76,545	73.22%	80.20%	2.6	33.78%	66.72%	21.50%	62.68%	57.21%	60.71%	25.94%	58.97%
IA		37.4	44.9	46.22%	\$222,357	\$231,050	\$63,888	\$73,334	57.42%	62.03%	2.7	43.84%	62.87%	25.54%	66.77%	53.86%	64.58%	26.13%	63.61%
GE		38.1	44.8	46.74%	\$201,716	\$225,563	\$56,558	\$67,496	50.81%	55.38%	2.3	31.78%	60.10%	24.76%	62.10%	49.63%	60.80%	25.67%	57.52%
IP		36.9	44.3	44.34%	\$223,566	\$245,025	\$57,429	\$66,767	56.74%	64.78%	2.7	39.29%	58.44%	27.76%	59.68%	50.08%	63.15%	16.80%	55.12%
BP		39.8	46.7	44.81%	\$227,460	\$255,517	\$47,523	\$65,931	35.83%	41.43%	2.3	28.21%	60.98%	24.44%	57.87%	41.15%	54.12%	26.80%	45.05%
GG		39	46.6	43.86%	\$165,755	\$180,468	\$55,873	\$65,739	58.30%	71.53%	2.5	36.08%	53.03%	31.38%	63.03%	55.46%	67.07%	17.34%	60.93%
BR		38.1	44.7	44.12%	\$199,741	\$215,493	\$54,002	\$65,238	44.63%	52.68%	2.3	31.00%	59.90%	25.56%	62.99%	47.02%	59.69%	22.61%	53.28%
BV		37.9	45.2	44.53%	\$226,353	\$248,525	\$50,436	\$63,916	44.39%	46.82%	2.5	33.07%	55.77%	29.07%	58.63%	45.11%	58.90%	21.23%	50.01%
CE		39.6	46.4	44.09%	\$201,883	\$211,609	\$53,249	\$63,693	50.67%	61.07%	2.4	34.72%	63.88%	23.48%	61.26%	51.65%	63.23%	24.36%	55.72%
BQ		37.8	45.1	43.92%	\$186,186	\$199,094	\$53,236	\$60,668	55.88%	59.00%	2.5	35.26%	55.97%	30.00%	61.67%	51.01%	61.49%	17.48%	53.12%