

# 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	SFDU	% 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%	3.00	52.13%	71.86%	18.77%	70.87%	65.97%	57.18%	36.67%	80.00%	
IQ	41.5	48.1	42.33%	\$304,770	\$339,412	\$89,237	\$104,757	86.35%	88.79%	2.80	42.31%	71.38%	19.29%	70.90%	65.02%	60.79%	32.14%	76.59%	
BT	40.1	47	42.99%	\$241,389	\$277,745	\$90,094	\$105,547	86.77%	87.43%	2.80	45.84%	73.53%	15.95%	72.96%	66.95%	56.34%	36.95%	79.12%	
ID	38.7	46	44.06%	\$258,099	\$272,104	\$84,680	\$98,912	75.95%	79.40%	2.80	45.31%	66.27%	24.02%	72.11%	62.52%	62.49%	27.74%	74.36%	
BS	40.3	47.7	42.18%	\$271,299	\$316,115	\$83,037	\$104,446	72.73%	76.54%	2.70	43.55%	69.80%	20.87%	69.86%	64.24%	53.55%	39.28%	74.77%	
IN	38.9	46.4	43.10%	\$266,178	\$297,697	\$65,936	\$76,926	69.27%	72.74%	2.70	38.58%	62.47%	24.70%	66.39%	54.23%	59.43%	22.78%	62.11%	
IP	36.9	44.3	44.34%	\$223,566	\$245,025	\$57,429	\$66,767	56.74%	64.78%	2.70	39.29%	58.44%	27.76%	59.68%	50.08%	63.15%	16.80%	55.12%	
IA	37.4	44.9	46.22%	\$222,357	\$231,050	\$63,888	\$73,334	57.42%	62.03%	2.70	43.84%	62.87%	25.54%	66.77%	53.86%	64.58%	26.13%	63.61%	
IM	40.8	47.6	42.87%	\$264,251	\$292,060	\$65,737	\$76,545	73.22%	80.20%	2.60	33.78%	66.72%	21.50%	62.68%	57.21%	60.71%	25.94%	58.97%	
IC	42.3	48.7	42.22%	\$300,864	\$346,319	\$77,714	\$100,790	76.53%	79.70%	2.60	37.16%	67.37%	22.07%	67.37%	60.24%	58.74%	30.23%	72.06%	
IR	41.1	47.6	43.06%	\$220,121	\$250,758	\$64,787	\$77,492	61.67%	76.39%	2.60	37.70%	56.33%	29.60%	67.54%	57.48%	62.04%	24.00%	66.47%	
BM	42	49.3	39.46%	\$314,121	\$375,365	\$84,574	\$109,881	75.52%	76.14%	2.60	39.67%	74.17%	16.15%	62.32%	61.80%	49.16%	39.70%	69.29%	
BW	40.4	47.4	42.97%	\$264,479	\$323,502	\$81,605	\$105,017	71.57%	74.46%	2.60	37.65%	74.95%	16.88%	63.96%	61.33%	48.22%	45.31%	67.97%	
GH	45.2	50.8	39.83%	\$361,124	\$424,838	\$85,956	\$109,768	77.13%	82.45%	2.50	33.20%	71.86%	16.82%	61.31%	62.57%	50.55%	42.73%	70.00%	
GG	39	46.6	43.86%	\$165,755	\$180,468	\$55,873	\$65,739	58.30%	71.53%	2.50	36.08%	53.03%	31.38%	63.03%	55.46%	67.07%	17.34%	60.93%	
BW	40.7	47.4	44.39%	\$231,232	\$258,387	\$79,017	\$92,869	58.84%	67.59%	2.50	33.89%	72.55%	16.87%	65.76%	58.27%	53.48%	37.27%	63.67%	
XQ	39.9	46.9	43.01%	\$261,430	\$290,315	\$65,027	\$77,197	59.86%	65.83%	2.50	36.07%	61.01%	26.13%	64.62%	52.75%	62.15%	22.29%	60.45%	
BH	38	44.7	44.84%	\$240,137	\$263,994	\$68,271	\$79,844	60.73%	64.20%	2.50	35.49%	66.27%	22.42%	66.10%	53.68%	57.85%	30.15%	65.68%	
GC	31.7	38.7	39.54%	\$261,260	\$291,760	\$65,901	\$82,408	60.33%	61.82%	2.50	33.43%	69.01%	15.14%	64.22%	42.27%	48.60%	44.14%	65.48%	
CW	39.9	46.8	44.65%	\$255,888	\$299,024	\$63,621	\$82,604	58.85%	61.55%	2.50	36.03%	71.50%	16.07%	65.36%	48.93%	52.81%	36.76%	57.07%	
BQ	37.8	45.1	43.92%	\$186,186	\$199,094	\$53,236	\$60,668	55.88%	59.00%	2.50	35.26%	55.97%	30.00%	61.67%	51.01%	61.49%	17.48%	53.12%	
BV	37.9	45.2	44.53%	\$226,353	\$248,525	\$50,436	\$63,916	44.39%	46.82%	2.50	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%	2.40	34.72%	63.88%	23.48%	61.26%	51.65%	63.23%	24.36%	55.72%	
GE	38.1	44.8	46.74%	\$201,716	\$225,563	\$56,558	\$67,496	50.81%	55.38%	2.30	31.78%	60.10%	24.76%	62.10%	49.63%	60.80%	25.67%	57.52%	
BR	38.1	44.7	44.12%	\$199,741	\$215,493	\$54,002	\$65,238	44.63%	52.68%	2.30	31.00%	59.90%	25.56%	62.99%	47.02%	59.69%	22.61%	53.28%	
BP	39.8	46.7	44.81%	\$227,460	\$255,517	\$47,523	\$65,931	35.83%	41.43%	2.30	28.21%	60.98%	24.44%	57.87%	41.15%	54.12%	26.80%	45.05%	
GB	42.6	48.1	45.48%	\$298,441	\$363,240	\$59,982	\$78,525	55.68%	56.45%	2.10	24.72%	69.02%	16.66%	61.25%	48.87%	53.19%	38.16%	50.90%	