

# 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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	