

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	Median HH Income	Average 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
GH		45.2	50.8	39.83%	\$361,124	\$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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%