

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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |
| 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% |