

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
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	