

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