

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