

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