

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