

NEWMARKET COMMUNITY PROFILE

SRPC <sup>FISCAL
YEAR</sup> '26
DATA SNAPSHOT

ACCEPTED:

STRAFFORD
Regional Planning Commission

SRPC Regional Data Snapshot

This document is a component of the SRPC Regional Data Snapshot.

SRPC conducts region-wide analysis of a number of data metrics each year for different projects and plans. The Regional Data Snapshot has been published annually since 2021 in April of each year. The Regional Data Snapshot covers demographics, economic vitality, livability and quality of life, mobility and accessibility, and resiliency.

The Data Snapshot Community Profiles are a complimentary series of documents that summarize the data found in the Regional Data Snapshot at the municipal level. These documents are prepared for each of the municipalities in the region and by chapter of the Regional Data Snapshot.

The Regional Data Snapshot and all of the Data Snapshot Community Profile documents can be found on the SRPC website at <http://straffordrpcnh.gov/measure/data-snapshot>.

Included Documents



Regional Data Snapshot



Community Profiles by Topic



Community Profiles by Municipality

Staff



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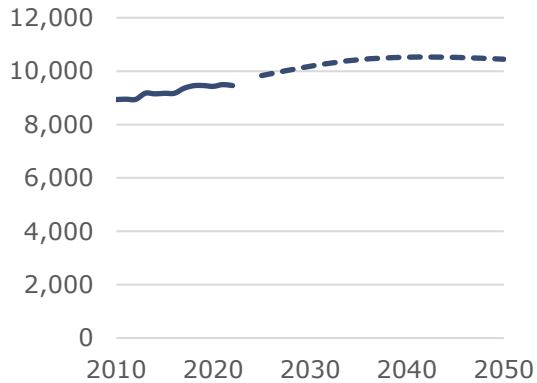


Brian Notinger

Community Profile

Demographics: Newmarket, Rockingham County

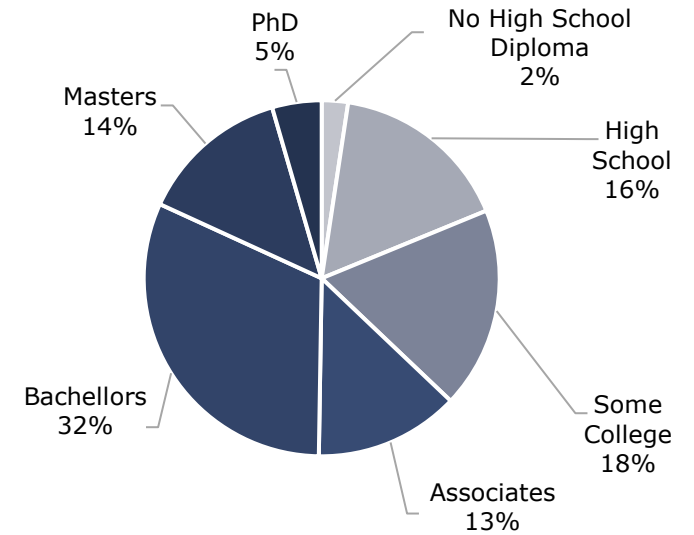
Population Trends and Projections



Population by Sex



Educational Attainment of Adults

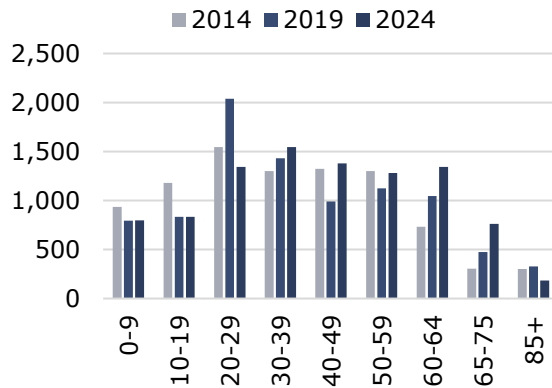


Population by Race

| | 2014 | 2019 | 2024 |
|--------------------|-------|-------|-------|
| Non-Hispanic White | 87.4% | 92.9% | 91.1% |
| Black | 1.2% | 0.9% | 0.6% |
| Native American | 0.2% | 0.0% | 0.1% |
| Asian | 5.1% | 3.7% | 1.3% |
| Pacific Islander | 0.0% | 0.0% | 0.0% |
| Other | 0.0% | 0.0% | 0.2% |
| Two Or More | 1.6% | 1.7% | 5.3% |
| Hispanic | 4.5% | 0.8% | 1.4% |

Population over 25: 7,368

Population by Age



Sources of Population Change

| | |
|---------------------------------|------------|
| Births | 1,078 |
| - Deaths | -598 |
| + Migration | 14 |
| Total Change (2010-2019) | 494 |

Public School Enrollment

| Year | Kind. | Elem. | Mid. | High | Total |
|---------|-------|-------|------|------|-------|
| '14/'15 | 76 | 474 | 222 | 254 | 1,026 |
| '15/'16 | 81 | 426 | 250 | 271 | 1,028 |
| '16/'17 | 85 | 441 | 250 | 257 | 1,033 |
| '17/'18 | 80 | 417 | 253 | 275 | 1,025 |
| '18/'19 | 88 | 419 | 233 | 299 | 1,039 |
| '19/'20 | 84 | 419 | 259 | 295 | 1,057 |
| '20/'21 | 58 | 391 | 246 | 318 | 1,013 |
| '21/'22 | 83 | 363 | 241 | 277 | 964 |
| '22/'23 | 70 | 379 | 226 | 274 | 949 |
| '23/'24 | 85 | 367 | 227 | 291 | 970 |

Population with a Disability¹

| | 2014 | 2019 | 2024 |
|-------------------|-------|------|------|
| With a Disability | 1,043 | 933 | 902 |

¹ People who reported having a disability when responding to the ACS.

Veterans

| | 2014 | 2019 | 2024 |
|----------|------|------|------|
| Veterans | 589 | 764 | 396 |

Median Age

| | |
|------|------|
| 2014 | 35.8 |
| 2019 | 36.3 |
| 2024 | 41.2 |

Life Expectancy 79.4 -

80.2

Under 18 15.6%

Over 65 16.1%

Data Sources: US Census Bureau ACS, NH BEA OPD, NH Department of Education, CDC, NH Secretary of State Vital Statistics

Learn more at <https://tinyurl.com/DataSnapshot2025>

Community Profile

Economic Vitality: Newmarket, Rockingham County

Employment

| Employment Projections | 2015 | 2025 | 2035 | 2045 |
|------------------------|-------|-------|-------|-------|
| | 1,468 | 1,570 | 1,690 | 1,824 |

Labor Force Efficiency



- Lives here, Works elsewhere
- Lives here and Works here
- Lives elsewhere, Works here

Labor Force



| Month | Labor Force | Employed | Unemployment Rate |
|-----------|-------------|----------|-------------------|
| Jan. 2020 | 6,101 | 5,953 | 2.4% |
| Apr. 2020 | 5,792 | 4,848 | 16.3% |
| Apr. 2021 | 5,876 | 5,680 | 3.3% |
| Apr. 2022 | 5,874 | 5,777 | 1.7% |
| Apr. 2023 | 5,900 | 5,814 | 1.5% |
| Jan. 2024 | 5,991 | 5,881 | 1.8% |

Recovery from Initial COVID Disruptions to Labor Force

As of January 2026, the Civilian Labor Force **has not recovered** and the Unemployment rate **has not recovered** to pre-COVID trends. ("Recovered" indicates that each month from Oct. '25 to Jan. '26 was better than the same period in '19-'20)

Household Incomes

| | Median | All | Owners | Renters |
|------|-----------|-----------|----------|---------|
| 2014 | \$63,298 | \$87,594 | \$35,350 | |
| 2019 | \$73,734 | \$102,770 | \$50,697 | |
| 2024 | \$100,845 | \$142,260 | \$73,285 | |

| Income | All | Owners | Renters |
|------------|-------|--------|---------|
| Households | 4,345 | 2,297 | 2,048 |
| <\$10K | 3.1% | 2.2% | 4.5% |
| \$10-15K | 0.2% | 0.0% | 0.4% |
| \$15-25K | 4.2% | 0.5% | 9.0% |
| \$25-35K | 5.3% | 2.8% | 8.9% |
| \$35-50K | 8.0% | 6.5% | 10.9% |
| \$50-75K | 14.7% | 12.8% | 19.1% |
| \$75-100K | 10.8% | 7.3% | 16.5% |
| \$100-150K | 22.5% | 23.4% | 25.1% |
| > \$150K | 24.1% | 44.4% | 5.5% |

Poverty and Income Inequality

Population in households...

| | |
|-----------------------------|-------|
| Under 100% of Poverty Level | 432 |
| Under 200% of Poverty Level | 1,338 |

Households with incomes...

| | |
|--|-------|
| Less than full time Min. Wage (\$15,080 per year) | 3.2% |
| Less than the Living Wage for 1 Adult: \$57,158 for Rockingham County* | 20.7% |

* Rounding down to income bracket in table

| | |
|------------|------|
| Gini Index | 0.41 |
|------------|------|

| | Lives Here Works | Here Away | Here Here | Away Here |
|----------------|--------------------------------------|-----------|-----------|-----------|
| Total | 4,346 | 388 | 1,033 | |
| Worker Age | Under 25 | 1,045 | 99 | 217 |
| | 30 - 54 | 2,178 | 178 | 539 |
| | Over 55 | 1,123 | 111 | 277 |
| Monthly Income | < \$1,250 | 652 | 122 | 178 |
| | \$1,250 - \$3,333 | 758 | 110 | 206 |
| | > \$3,333 | 2,936 | 156 | 649 |
| Sector | Producing | 575 | 33 | 196 |
| | Trade, Transportation, and Utilities | 803 | 32 | 96 |
| | All others | 2,968 | 323 | 741 |

Data Sources: US Census Bureau ACS and LEHD, MIT Living Wage Calculator, NHES LAUS

Learn more at <https://tinyurl.com/DataSnapshot2025>

Community Profile

Livability and Quality of Life: Newmarket, Rockingham County

**Fatal Crashes
(2014-2024)**



Recreation Sites



**Conservation and
Public Lands**

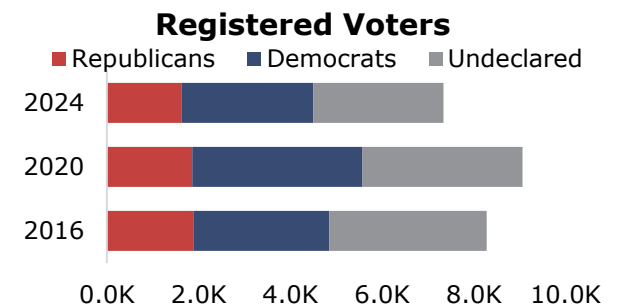


| Year | Fatalities | Serious Injuries |
|--------------|------------|------------------|
| 2014 | 0 | 2 |
| 2015 | 2 | 0 |
| 2016 | 2 | 1 |
| 2017 | 0 | 0 |
| 2018 | 0 | 1 |
| 2019 | 0 | 0 |
| 2020 | 0 | 0 |
| 2021 | 0 | 1 |
| 2022 | 0 | 0 |
| 2023 | 0 | 0 |
| 2024 | 0 | 2 |
| Total | 4 | 7 |

| Recreation Site Type | Count |
|----------------------|-----------|
| Playgrounds | 2 |
| Parks | 2 |
| Trails/open land | 7 |
| Sports | 5 |
| Beaches/pools | 0 |
| Boat launch/etc. | 4 |
| Winter | 1 |
| Other | 3 |
| Total | 24 |

Square Miles: 3.41
Percent of Total Land: 24%

Civic Participation



Participation in past elections

| Year | Registered | Ballots Cast | Rate |
|------|------------|--------------|------|
| 2020 | 9,069 | 6,065 | 67% |
| 2024 | 7,341 | 6,049 | 82% |

Data Sources: USDOT NHTSA FARS, NHDOS, SRPC POP!, GRANIT, NHSOS.

Learn more at <https://tinyurl.com/DataSnapshot2025>

Community Profile

Housing: Newmarket, Rockingham County

Housing Stock

| Occupancy | 2014 | 2019 | 2024 |
|-----------|-------|-------|-------|
| Total | 4,050 | 4,189 | 4,500 |
| Occupied | 3,816 | 4,035 | 4,345 |
| Vacant | 234 | 154 | 155 |

Residential Building Permits

| Permit Type | 2000-09 | 2010-19 | 2020-22 |
|---------------|---------|---------|---------|
| Single Family | 281 | 147 | 29 |
| Multi-Family | 455 | 90 | 10 |
| Mobile Home | 27 | 0 | 1 |
| Other | 4 | 0 | 21 |
| Total | 767 | 237 | 61 |

Stock by Age

| | All | Owner | Renter |
|-------------|-------|-------|--------|
| Before 1940 | 762 | 206 | 556 |
| 1940-1979 | 1,074 | 547 | 527 |
| 1980-1999 | 1,678 | 1,082 | 596 |
| 2000-2009 | 577 | 269 | 308 |
| After 2010 | 254 | 193 | 61 |

Units In Structure

| Units | Count |
|-------|-------|
| 1 | 2,456 |
| 2 | 131 |
| 3-9 | 501 |
| 10-50 | 1,167 |
| >50 | 245 |

Bedrooms in Unit

| Bedrooms | Count |
|----------|-------|
| 0 | 65 |
| 1 | 643 |
| 2 | 1,841 |
| 3 | 1,526 |
| 4+ | 425 |

Household Tenure



Average Household Size

| | 2014 | 2019 | 2024 |
|--------|------|------|------|
| All | 2.34 | 2.24 | 2.17 |
| Owner | 2.65 | 2.48 | 2.51 |
| Renter | 1.98 | 1.99 | 1.79 |

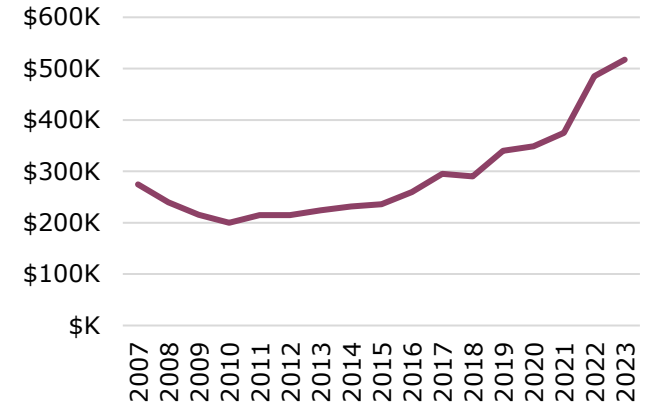
Household Size and Type

| Size | 2014 | 2019 | 2024 |
|----------------|-------|-------|-------|
| 1 | 1,106 | 1,227 | 1,359 |
| 2 | 1,407 | 1,597 | 1,837 |
| 3 | 626 | 617 | 689 |
| 4 | 406 | 432 | 301 |
| 5+ | 271 | 162 | 159 |
| Family | 2,040 | 2,149 | 2,393 |
| Married Couple | 1,547 | 1,745 | 2,023 |
| Other | 493 | 404 | 370 |
| Non-Family | 1,776 | 1,886 | 1,952 |
| Live Alone | 1,106 | 1,227 | 1,359 |
| Not Alone | 670 | 659 | 593 |

Property Tax Rates

| | 2010 | 2020 | 2025 |
|------------------|---------|---------|---------|
| Rate per \$1,000 | \$22.00 | \$25.46 | \$19.42 |

Median Sales Price



In 2025 the median purchase price was \$517,500 and a 10% down payment was \$51,750. The monthly payment for a home of this price would be \$4,407.

Zillow Observed Rent Index

| Location | 2024 | 2025 |
|-------------|---------|---------|
| Dover | \$2,091 | \$2,206 |
| Rochester | \$1,999 | \$2,057 |
| Portsmouth | \$2,575 | \$2,723 |
| Concord | \$1,764 | \$1,804 |
| Kittery, ME | \$2,604 | \$2,775 |

Housing Market Status

| Single Family Home Sales 2024 | |
|-------------------------------|------------------------|
| Closed Sales | 108 total in 2025 |
| Days on Market | Min. 5 in 2025 |
| Months Supply | Min. 0.5 in 2025 (Feb) |

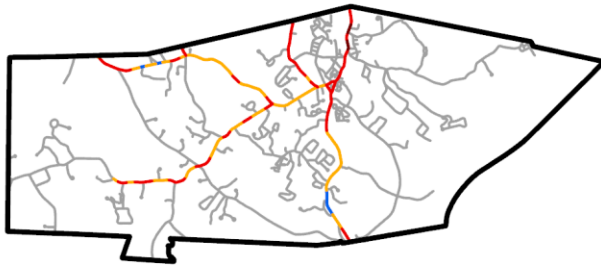
Data Sources: US Census Bureau ACS, SRPC Building Permit Database, NH Public Finance Consortium, NH Association of Realtors, Zillow

Learn more at <https://tinyurl.com/DataSnapshot2025>

Community Profile

Mobility and Accessibility: Newmarket, Rockingham County

Pavement Condition
State Owned Roads



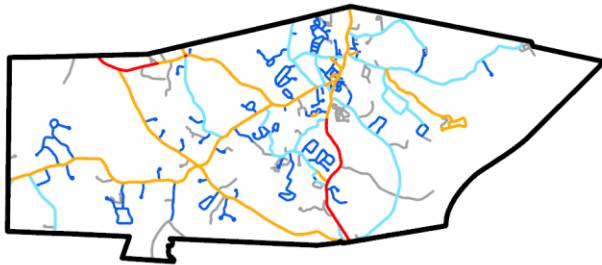
Bridge Condition



Legend

- Pavement Condition**
 - Good
 - Fair
 - Poor
 - Very Poor
- Bridge Condition**
 - Good
 - Fair
 - Poor
- Dams**
 - High Hazard
 - Significant Hazard
 - Low Hazard
- Bicycle LTS**
 - 1
 - 2
 - 3
 - 4
 - 5
- Sidewalks**
 - Sidewalks

Bicycle LTS



Sidewalks



Dams



Served by...

| | |
|---------------|-----|
| Amtrak | No |
| COAST | No |
| Wildcat | No |
| ACT Providers | Yes |

Legislative Class of Roads

| | |
|-------------------------|--------------|
| 1-4 (State and Federal) | 19.87 |
| 5 (Local) | 42.24 |
| 6 (Unmaintained) | 1.37 |
| Total | 63.48 |

Bike and Pedestrian

| | |
|-----------------------|--------------|
| Infrastructure | Miles |
| Low BLTS (1-2) | 34.92 |
| High BLTS (3-5) | 15.79 |
| Sidewalks | 0.00 |

Bridges and Dams

| | |
|------------------|---|
| Total Bridges | 6 |
| Red List Bridges | 0 |
| Total Dams | 7 |
| High Hazard Dams | 1 |

Data Sources: NHDOT, NHDES, Amtrak, COAST, UNH, SRPC BLTS, SRPC Sidewalks

Learn more at <https://tinyurl.com/DataSnapshot2025>

Community Profile

Resiliency: Newmarket, Rockingham County

Contamination Sites

| | |
|--------------------|-----------|
| Open Remediation | 35 |
| Closed Remediation | 59 |
| Total Sites | 94 |

Hazard Mitigation Plans

| | |
|-----------------|-------------|
| Status | In Progress |
| Expiration Date | 05/04/23 |

USDA Plant Hardiness

| | |
|--------------------------------------|----------------------------|
| Zones in 2012 | Almost Even Split 5B-6A |
| Average Extreme Min. Temp. Tolerated | -10 to -5 |

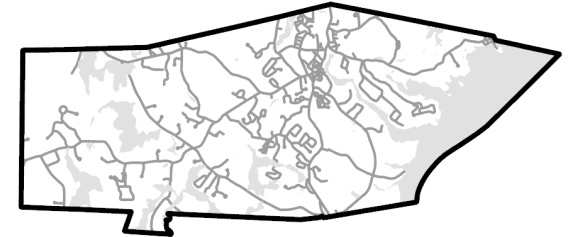
| | |
|--------------------------------------|-----------|
| Zones in 2023 | 6A |
| Average Extreme Min. Temp. Tolerated | -10 to -5 |

FEMA Risk Ratings

| Risk Type | Rating (Summary of Census Tracts) |
|-----------------------------|-----------------------------------|
| Coastal Flooding | Relatively Low |
| Riverine Flooding | Very Low to Relatively Moderate |
| Cold Wave | Relatively Low |
| Heat Wave | Very Low |
| Tornado | Relatively Low |
| Hurricane & Tropical Storms | Relatively Low |
| Hail | Very Low |
| Landslide | Very Low |
| Ice Storm | Relatively Moderate |
| Winter Weather | Relatively Low |
| Drought | No Rating |
| Wildfire | Very Low |
| Lightning | Relatively Low |
| Strong Winds | Relatively Low |

Cyanobacteria Alert Days

Cyanobacteria (Since 2009)



Cyanobacteria (2025)



Legend

| Cyanobacteria (Since 2009) | Cyanobacteria (2025) |
|----------------------------|----------------------|
| 0 | 0 Days |
| 1-24 Days | 1-24 Days |
| 50-99 Days | 25-49 Days |
| 25-49 Days | > 50 Days |
| 100-199 Days | |
| > 200 Days | |

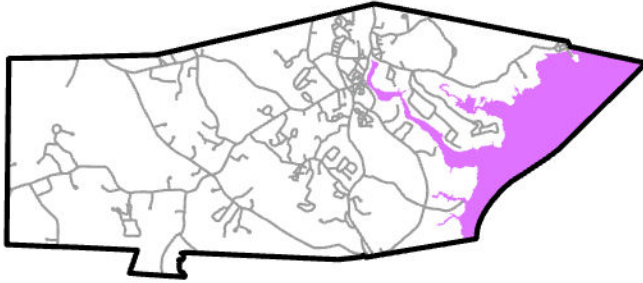
Data Sources: NHDES, USDA, FEMA

Learn more at <https://tinyurl.com/DataSnapshot2025>

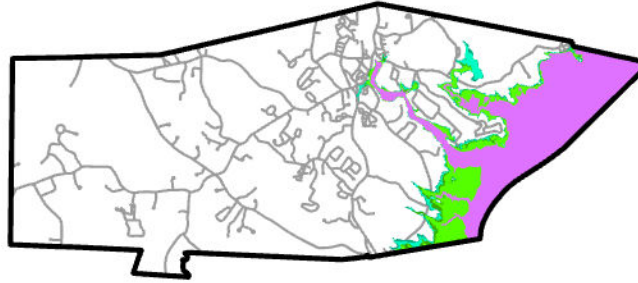
Community Profile

Coastal Resiliency: Newmarket, Rockingham County

MHHW



SLR + SS



Legend

- Mean Higher High Water (MHHW)
- Sea Level Rise (2 Ft) + Storm Surge
- Sea Level Rise (4 Ft) + Storm Surge
- Sea Level Rise (6 Ft) + Storm Surge
- Sea Level Rise (8 Ft) + Storm Surge

Living Shoreline Sites

- May Be Suitable for Hybrid Living Shorelines
- Suitable for Hybrid Living Shorelines
- Suitable for Living Shorelines
- Highly Suitable for Living Shorelines

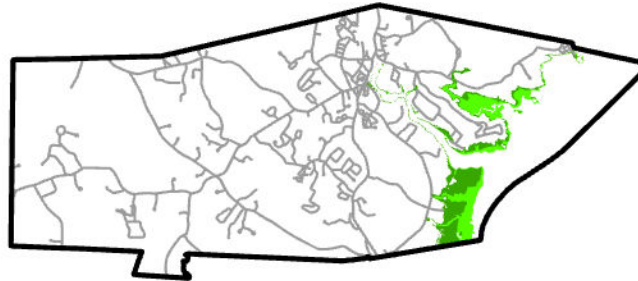
Salt Marsh Migration

- Salt marsh lost
- Salt marsh persistent
- Salt marsh potential

Living Shoreline



Salt Marsh Migration



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