

The analysis of a community's population: changes, migration and age distribution is a fundamental aspect of a community's Master Plan. Significant changes affect a community's land use and development patterns, its economic base, employment outlook, and its demand for water, housing, education, and other community resources.

This chapter examines historical population trends in the Town of Newmarket and places them in the context of the larger county and metropolitan area. It looks at the impact of natural increase and migration on the Town's population and trends in age distribution. The chapter also contains population projections through the year 2015. It concludes with a summary of some of the basic characteristics of Newmarket's population.

#### 4-1 TRENDS

As Figure 4.1 illustrates, Newmarket's population remained fairly stable through most of this century with some decline in the early twenties and thirties. The 1910-recorded population figure of 3,328 was not attained again until the 1970 census.

**TABLE 4.1 NEWMARKET POPULATION 1890-2000**

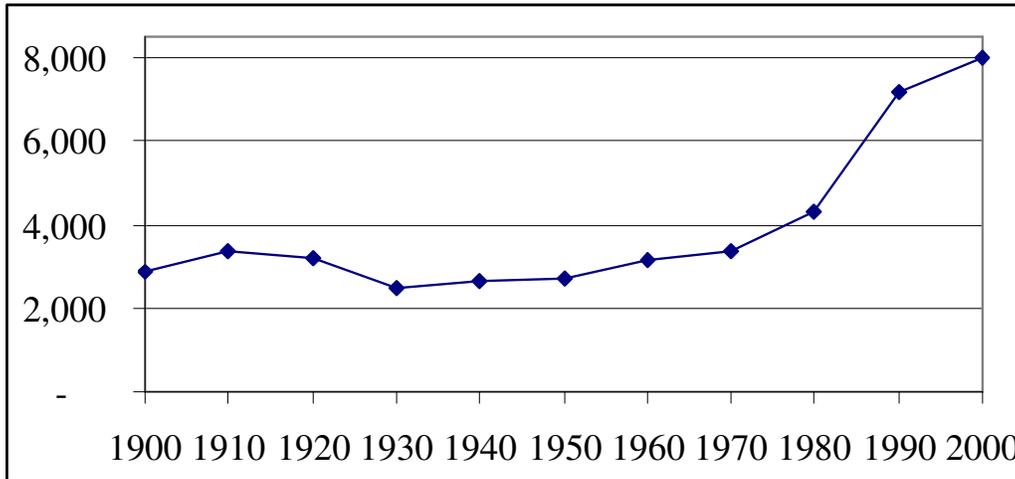
<b>Year</b>	<b>Population</b>	<b>Year</b>	<b>Population</b>
1890	2742	1950	2709
1900	2892	1960	3153
1910	3348	1970	3361
1920	3181	1980	4290
1930	2511	1990	7157
1940	264	2000	8027

Source: US Census 1890-2000.

Newmarket increased in size from 3,153 in 1960 to 3,361 in 1970, a moderate increase of 6.6%. In 1970 population began to increase more substantially, and by 1980 it reached 4,290, a growth rate of 27.6%. As Tables 4.1 and 4.2 indicate, this growth was consistent with regional and statewide trends, with Newmarket's growth rate being somewhat lower than the rest of Rockingham County.

In the 1980's Newmarket grew at a rate much greater than both the county and the state, experiencing its largest population increase to date. Population increased from 4,290 in 1980 to 7,157 in 1990, a 66.8% growth rate. Population density increased from 258 persons per square mile in 1970 to 550 in 1990. Newmarket's increased population density is important to consider because of its potential impact on local resources and services. In the 1990's the population increase slowed down perhaps as a result of the recession that began in late 1989 and continued through the mid 1990's. The 2000 Census reported a population of 8027, a 12.2% growth rate.

**FIGURE 4.1 NEWMARKET POPULATION 1900-2000**



**TABLE 4.2 POPULATION BY DECADE  
NEWMARKET, ROCKINGHAM COUNTY, NH**

	1960	1970	1980	1990	2000
<b>Newmarket</b>	3,153	3,361	4,290	7,157	8,027
<b>Rockingham County</b>	98,642	138,951	190,345	245,845	277,359
<b>New Hampshire</b>	606,921	737,578	920,610	1,109,252	1,235,786

Source: US Census 1960-2000

**TABLE 4.3 PERCENT GROWTH BY DECADE  
NEWMARKET, ROCKINGHAM COUNTY, NH**

	1960-1970	1970-1980	1980-1990	1990-2000
<b>Newmarket</b>	6.6%	27.6%	66.8%	12.2%
<b>Rockingham County</b>	40.8%	37.0%	29.1%	12.8%
<b>New Hampshire</b>	21.5%	24.8%	20.4%	11.4x%

Source: US Census 1960-1990

**4-2. NATURAL INCREASE & MIGRATION**

Population growth and change can be attributed to two fundamental components: natural increase and migration. Natural increase refers to the excess of births over deaths in any given time frame, while migration refers to the number of people who have moved into or out of a given geographic area.

In-migration has played a major role in New Hampshire's growth since the 1970's, although that trend slowed somewhat during the first half of the 1980s. In-migration

accounted for nearly 77% of the growth attained during the 1970's, but between 1980 and 1985, this proportion had slowed to 58%.

As Table 4.4 illustrates, Newmarket demonstrates a slightly different pattern. Between 1970 and 1980 nearly 87% of its increase was due to in-migration. Between 1980 and 1985, Newmarket continued its high level of in-migration, with nearly 80% of the total population increase attributable to people coming into Newmarket from other communities. From 1985 to 1990 this pattern began to change, with only 68% of the population growth attributable to in-migration and 31% gained from natural increase.

Table 4.5 shows comparative birth and death rates for Newmarket, Rockingham County and the State and reveals an emerging trend in Newmarket's population. Between 1970 and 1980, Newmarket experienced fairly low birth rates as compared with the County and the State. Through the 1980's, Newmarket's birth rate increased steadily, until in 1990 its birth rate of 19.5 per thousand of population exceeded both the County and the State figures.

**TABLE 4.4 BIRTHS, DEATHS AND NATURAL INCREASE FROM 1980 -2000**

Year	Births	Deaths	Natural Increase	
1980	46	31	15	
1981	52	29	23	
1982	71	36	35	
1983	87	40	47	
1984	102	33	69	
1985	128	47	81	
1986	130	34	36	
1987	149	29	120	
1988	148	37	111	
1989	162	37	125	
1990	140	43	97	
1991	100	26	74	
1992	96	31	65	
1993	79	40	39	
1994	84	38	46	
1995	74	39	35	
1996	55	29	26	
1997	71	68	3	
1998	81	32	49	
1999	88	46	42	
2000	75	40	35	
		1980-1985	1985-1990	1990-2000
<b>Total Population Increase:</b>		1,298	1,569	870
<b>Increase due to net Natural Growth</b>		270 +20%	489 +31%	414 +48%
<b>Increase due to net migration</b>		1,028 +80%	1,080 +68%	456 +52%

Source: Vital Statistics Report for the State of New Hampshire

**TABLE 4.5 COMPARATIVE BIRTH AND DEATH RATES  
NEWMARKET, ROCKINGHAM COUNTY, NEW HAMPSHIRE**

**Birth Rate/ 1000 Population**

Year	Newmarket	Rockingham County	New Hampshire
1970	16.6	19.8	18.3
1980	10.7	15.6	14.9
1990	19.5	16.6	15.7

**Death Rate/ 1000 Population**

Year	Newmarket	Rockingham County	New Hampshire
1970	9.5	8.2	10.2
1980	7.2	7.0	8.2
1990	6.0	6.5	7.6

Source: Vital Statistics Report for the State of New Hampshire

**4-3. AGE DISTRIBUTION**

Table 4.6 shows the population of Newmarket broken down by age for 1990 and 2000. It contains the percentage of the total population that each age group comprises and the percent change between 1990 and 2000.

**Pre-school Population**

The pre-school population (ages 5 and under) of Newmarket has decreased since 1990. In 1990 there were 639 children in this category, representing 9% of the total population. In 2000 there were 499, representing 6% of the population. This change represents a 22% decrease, the largest of all the age categories.

**School-Age Population**

Total school age population increased by about 9% from 1990 to 2000. Although the preschool population declined between 1990 and 2000, the other age brackets increased by about 1% each. It appears that Newmarket’s school-age population growth rate had leveled off from its rapid growth rate 10 to 20 years ago.

**Working Age Population**

The 18 to 64 age group is often referred to as the labor force, although not all persons in this group are actually employed or looking for work. In Newmarket, persons from 25 to 34 years decreased by 18% from 1990 to 2000, while persons 35 to 44 years grew by 26% over the same span. The number of persons in the 45 to 54 age category changed by the largest percentage showing a 125% increase. In 1990, this age category represented 6% of the population, in 2000, 13%. This is consistent with a similar increase in the 25 to 34 year age category, which occurred between 1980 and 900.

A look at the comparative age distributions of Newmarket and Rockingham County indicate that in 2000, Newmarket's population contained a higher proportion of people between the ages of 20 through 24 than the County. University of New Hampshire students living in Newmarket can account for some of the difference in population distributions. However, even discounting this influence, it appears that Newmarket has attracted more young adults than have the surrounding towns.

Overall, Newmarket contains more young members of the labor force and fewer older members of population than Rockingham County. This is illustrated in Table 4.7.

**Elderly Population**

The number of elderly in Newmarket (ages 65 and over) grew by 19% from 1980 to 1990. However, the number of elderly declined as a percentage of Newmarket's total population since 1980. In 1980, this category comprised 10.5% of Newmarket's population and in 1990 only 7.5%. In Rockingham County in 1990 elderly population made up about 9% of the population.

**TABLE 4.6 AGE DISTRIBUTION IN NEWMARKET 1990 - 2000**

Age Cohorts	1990		2000		Percent Change
Under 5 years	639	9%	499	6%	-22%
5 to 9 years	485	7%	512	6%	6%
10 to 14 years	385	5%	481	6%	25%
15 to 19 years	283	4%	465	5%	64%
20 to 24 years	921	13%	891	11%	-3%
25 to 34 years	1852	26%	1513	19%	-18%
35 to 44 years	1165	16%	1471	18%	26%
45 to 54 years	462	6%	1038	13%	125%
55 to 64 years	425	6%	482	6%	4%
65 to 74 years	340	5%	609	7%	79%
75 years & over	200	3%	318	3%	59%

Source: US Census 1990, 2000

**TABLE 4.7 AGE DISTRIBUTION: NEWMARKET & ROCKINGHAM COUNTY**

Age Category	Newmarket	Rockingham County
0 to 19 years	24.4%	28.5%
20 to 34 years	29.9%	17.2%
35 to 54 years	31.3%	35.3%
55 to 64 years	6.0%	8.8%
65 years and over	8.4%	10.1%

Source: US Census 2000

**4-4. POPULATION PROJECTIONS**

Population projections are not a definitive look at the future. They are planning tools, which can paint scenarios as to what may occur if present trends (or other assumed trends) were to continue. Unexpected change, such as an unanticipated economic recession or the addition of a large housing development, can alter projections drastically. Projections are therefore used best when viewed as a general guide where the trend rather than the specific number is focused upon, and they should be updated continuously to incorporate new information. The Office of State Planning (OSP) releases population projections for the Town of Newmarket and surrounding communities annually.

New Hampshire OSP projections up to the year 2020 were developed through a Cohort Projection System. It is based on three components, fertility, mortality and migration rates. Projections are first made on a county basis, and then brought to the local level through analysis of the community's historical share of its respective county's growth.

**TABLE 4.8 POPULATION PROJECTIONS**

	2000	<i>Census2000</i>	2005	2010	2015	2020
<b>Newmarket</b>	8,330	<b>8027</b>	9,123	9,728	10,621	11,548
<b>Rockingham County</b>	266,218	<b>277,359</b>	282,972	296,418	312,103	400,848

**4-5. OTHER POPULATION CHARACTERISTICS**

**Educational Attainment**

Table 4.9 depicts the educational attainment for persons over the age of 18 in Newmarket, Rockingham County and New Hampshire. Newmarket's educational levels are, for the most part, consistent with those of the County and the State. A slightly higher percentage of Newmarket's population has a bachelor's degree than in the County and State.

**TABLE 4.9 EDUCATIONAL ATTAINMENT**

Education Level	Newmarket		Rockingham County		New Hampshire	
	number	percent	number	percent	number	percent
Less than 9th Grade	263	5%	7,068	4%	49,691	6%
9th-12th Grade No Diploma	548	10%	19,264	11%	100,690	12%
High School Graduate	1,592	29%	58,105	32%	265,731	32%
Some College No Degree	1,087	20%	38,110	21%	166,385	20%
Associate Degree	539	10%	15,553	9%	64,025	8%
Bachelor's Degree	1,034	19%	30,649	17%	126,495	15%

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Graduate or Professional Degree 428 8% 12,947 7% 57,112 7%  
 \*Includes only persons 18 years and over

Source: US Census 1990

**Income Levels**

As Table 4.10 indicates, the median family and household income in Newmarket is below that of the state and county. Of the 234 communities in New Hampshire, Newmarket is ranked 136 in terms of income. This is consistent with Newmarket's 1979 income level.

**TABLE 4.10 MEDIAN FAMILY AND HOUSEHOLD INCOME**

	Family Income	Household Income
Newmarket	\$39,444	\$32,348
Rockingham County	\$46,942	\$41,881
New Hampshire	\$41,628	\$36,329

Source: US Census 1990

**Occupational Characteristics**

Table 4.11 shows the percent employed by occupation for Newmarket and Rockingham County for 1980 and 1990. 1990 census data shows that Newmarket has a higher percentage of persons than the County employed in precision, production, craft and repair. It is slightly lower in managerial and professional specialty and technical, sales and administrative. However, managerial and professional specialty jobs grew by the greatest percentage of all the occupations, which could indicate a trend toward white-collar professionals in Newmarket.

**TABLE 4.11 OCCUPATION CLASSIFICATION 1980-1990**

Occupation	1980		1990	
	Newmarket	Rockingham County	Newmarket	Rockingham County
Managerial & Professional	19%	24%	27%	31%
Technical, Sales & Admin	28%	30%	31%	33%
Service	12%	11%	12%	11%
Farming, Forestry, Fisheries	2%	1%	1%	1%
Precision, Production, Craft	18%	15%	16%	13%
Operators, Fabricators & Labor	20%	18%	13%	12%

Source: US Census 1980, 1990