

# TOWN OF NEWBURY, NH

## DEMOGRAPHIC AND HOUSING PROFILE

### INTRODUCTION

In the Fall of 2020, the Town of Newbury began a housing study to better understand housing needs, trends, and issues in the community. This profile of current housing and demographic data was generated to inform this initiative. It includes some updated topics and data identified in the 2017 Master Plan, and some new issues and data for consideration<sup>1</sup>. This should inform discussions of Newbury's population and related housing needs. It is worthy to note that the recently published 2020 Housing Market Report by NH Housing has provided some insight into how current conditions are impacting the housing market. However, the still rippling effects of the 2020 COVID-19 pandemic have undoubtedly impacted population and housing trends further and, unfortunately, this is not yet visible in much of the US Census data.

### POPULATION

After a loss in population from 2010 to 2015, Newbury's population has been steadily increasing since 2016. The median age has also increased by 5.2 years since the 2010 U.S. Census (according to 2018 American Community Survey estimates). An increase in median age has implications for schools, housing, social services, and other aspects of the community. This data is further supported in the age breakdown pie chart to the right. Approximately half of the population in Newbury is above 55 years old, which is high, even for an older state like New Hampshire. This is a significant change compared to the 2014 data identified in

<sup>1</sup> There are no 2020 population figures available to evaluate recent trends.

#### What is the American Community Survey?

The primary data source that was used to gather current demographic and housing data was the American Community Survey (ACS), which is sponsored by the U.S. Census Bureau. The ACS is an ongoing survey that provides demographic, economic, housing, and other information on a yearly basis about states, counties, and communities. This data helps local officials, community leaders, and businesses understand the changes taking place in their communities and is credited with being the premier source for detailed population and housing information in the nation.

### TOTAL POPULATION

Source: U.S. Census/American Community Survey

**1,961** residents in 2018

**1,865** residents in 2015

**2,072** residents in 2010

### MEDIAN AGE

Source: US Census/American Community Survey

**54.9**  
2018  
Newbury

**43.1**  
2018  
NH

**49.7**  
2010  
Newbury

**41.1**  
2010  
NH

the Master Plan that shows only 34% of the community being 55 years and older. Newbury is a popular community for retirees and a higher proportion of older adults appear to be moving into or remaining in Newbury compared to younger populations.

## INCOME

Newbury's median household income, as recorded in the 2018 American Community Survey, is \$93,466, which is a significant increase since 2014 when the median income was \$64,475. According to the 2018 American Community Survey, in Newbury:

- 41% of household incomes include social security earnings.
- 30% of households report that retirement income contributes to their household income.
- 14% of households earn income from self-employment ventures.
- 70% of households earn income from wages and salary.
- 4% of households participate in the food stamps/SNAP program.

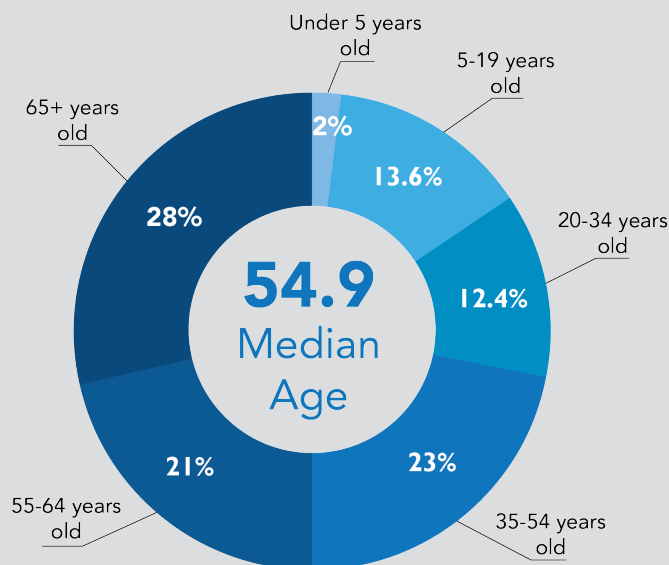
Regardless of the higher median income, the 2018 NH Employment Security Community Profile of Newbury identified that 1.5% of Newbury's population was living below the poverty level. This has dramatically decreased since 2010, when 7.7% of Newbury's families were living below the poverty level.

## EDUCATION

The table to the right shows school enrollment numbers for the 2020-2021 academic year. These numbers reflect the number of students who live in Newbury and who attend the Kearsarge Regional High School, Kearsarge Regional

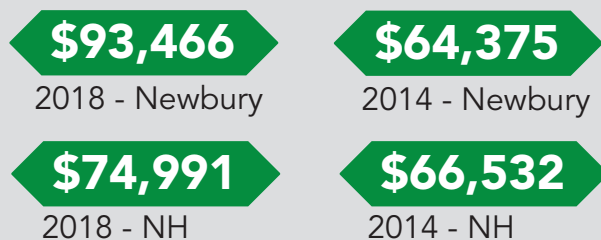
## AGE BREAKDOWN

Source: American Community Survey



## MEDIAN HOUSEHOLD INCOME

Source: American Community Survey



## 2020-2021 SCHOOL ENROLLMENT DATA

Source: Kearsarge Regional School District

Grades	School Enrollment Numbers
Kindergarten	12
Grades 1-4	51
Grades 5-8	62
Grades 9-12	75

Middle School, and Kearsarge Regional Elementary Schools. Based information provided by the Kearsarge Regional School District, 206 students that live in Newbury were enrolled in grades K-12 during the 2020-2021 academic year. The bar graph on the right shows school enrollment trends annually from 2010-2020. Please keep in mind that the school district records their annual counts on October 1 of every school year, so changes that occur after October 1 are not recorded. The pattern depicted here shows that, in general, school enrollment numbers have been declining. From 2018 to 2020, enrollment numbers have been declining at a faster rate than in the first half of this decade.

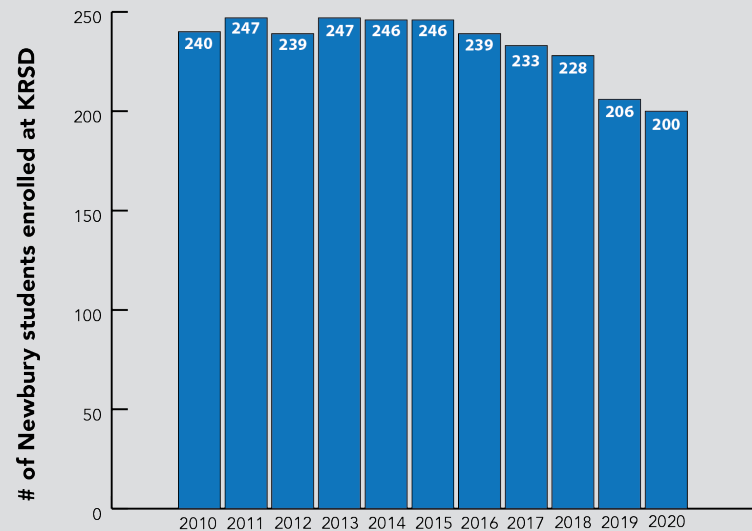
The bar graph to the bottom right shows the level of education attained by Newbury's population that is 25 years and older. Newbury is a well-educated community with about 80% of individuals having at least some college experience. 96% of individuals have obtained a high school degree, and 54% of individuals have a Bachelors Degree or higher.

## HOUSING STOCK

According to the American Community Survey, Newbury has 1,697 housing units and 875 households in the community. Approximately 875 of these units are occupied, while 822 housing units are vacant or seasonal. This reflects the high proportion of seasonal and/or second homes in the community and surrounding region. The average household size has not changed much since the 2017 Master Plan was written.

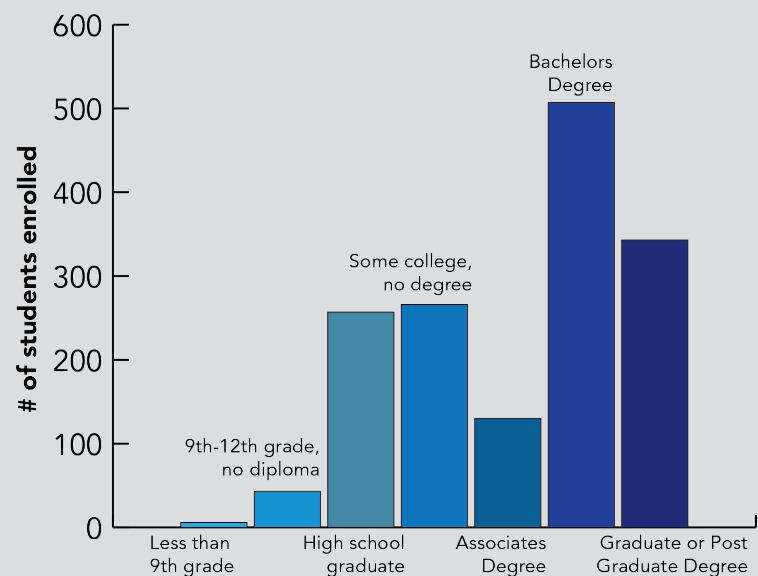
## SCHOOL ENROLLMENT TRENDS

Source: Kearsarge Regional School District



## EDUCATIONAL ATTAINMENT

Source: 2018 American Community Survey



In 2018 there were 2.21 persons on average per household compared to 2.28 persons in 2017. The majority of housing units in Newbury (93%) are owner-occupied, with nearly 7% being renter-occupied. This represents a tight market for renters. The majority of these housing units in Newbury (67%) were built after 1970<sup>2</sup>.

Approximately 94% of the housing stock in Newbury is composed of single-family residential homes. This represents the vast majority of the housing units in town, and this lack of housing unit diversity may have implications for current and future residents. Below is a table showing building permit history from 2017-2019 in Newbury, NH.

2 There are no 2020 housing figures available to evaluate recent trends.

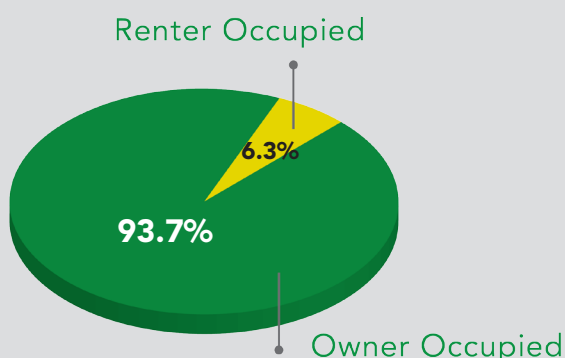
## BUILDING PERMIT HISTORY

Source: Town of Newbury Annual Reports

Year	# of Building Permits		
	Single Family Units	Manufactured Home	Accessory Apartments
2017	10	1	-
2018	16	-	4
2019	9	-	-

## OCCUPANCY

Source: 2018 American Community Survey



## HOUSING UNITS

Source: 2018 American Community Survey



Total Households

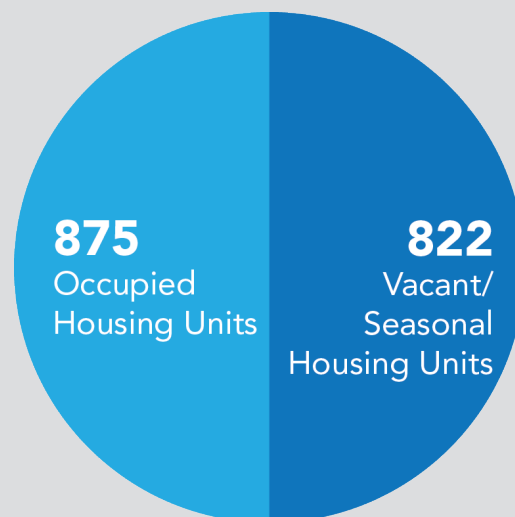
**875**

Average Household Size

**2.21**

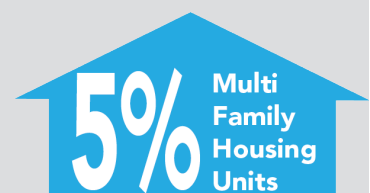
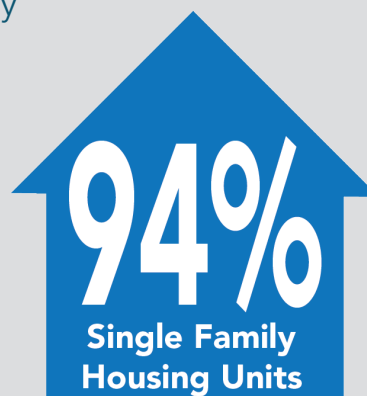
## VACANCY

Source: 2018 American Community Survey



## HOUSING UNIT TYPES

Source: 2018 American Community Survey



The majority of the new housing construction in Newbury in the past few years is single family housing units and accessory dwelling units. According to the 2020 Housing Market Report by NH Housing, single-family building permits have increased 24% in New Hampshire from January through August of this year when compared to last year, while multi-family permits have decreased 61%. This highlights similarities between the housing market at the state level and locally.

## HOUSING COSTS

According to the 2018 American Community Survey, the median value of occupied housing units in Newbury is \$283,600. The 2020 median purchase price in Merrimack County, according to NH Housing, is \$266,000. According to the 2018 American Community Survey:

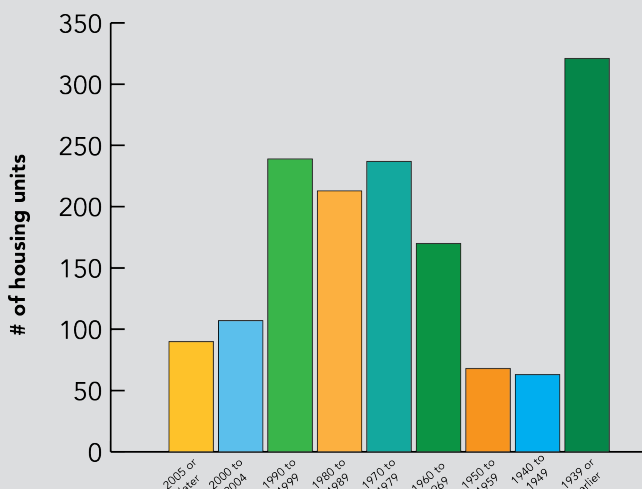
- The median for monthly homeowner costs for households in Newbury with a mortgage is \$1,767.
- The median monthly homeowner costs for those without a mortgage in Newbury are \$725.
- 83% of homeowners that have a mortgage report that they are spending under 30% of their household income on housing related costs.

## RENTAL COSTS

According to the 2018 American Community Survey, the median gross rent in Newbury was \$905. According NH Housing's 2020 Housing Market Report, the median gross rent in Merrimack County is \$1,206 per month, a number that has increased 14% in the last five years. The 2018 American Community Survey also indicates that most renters in Newbury are spending 25-35% of their household income on rent, which is not considered sustainable for these households in the long-term. According to NH Housing's 2020 Residential

## AGE OF HOUSING

Source: 2018 American Community Survey



## MEDIAN VALUE OF OCCUPIED HOUSING UNITS

Source: American Community Survey

**\$283,600** in 2018

**\$275,900** in 2015

**\$283,700** in 2012

## MEDIAN MONTHLY HOME OWNER COSTS

Source: 2018 American Community Survey

**\$1,767**

with a mortgage

**\$725**

without a mortgage

Rental Cost Report, the vacancy rate in Merrimack County is 1.2%, which is lower than the 1.6% reported in 2016. This shows how tight the rental market currently is in the region at this time. Based on the experience of other communities like Newbury, it is