



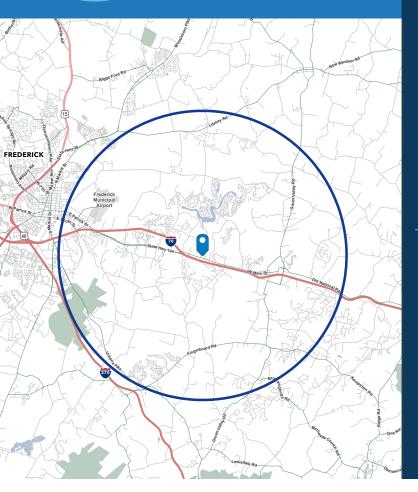






NEW MARKET, MD

DEMOGRAPHIC PROFILE (2025) Lake Linganore Town Center 5 mile ring



63,497

38.2

21,243

Population

Median Age

Households



Bachelor's Degree





1.689 **Total Businesses**



53,796 Daytime **Population**



Food Srv &

Drinking Places

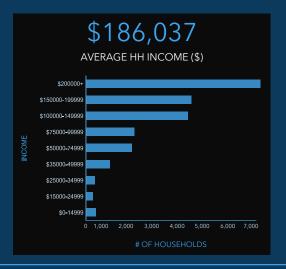
\$162,504

Median Household Income



\$62,216

Per Capita Income





Boomburbs 5.856 (27.6%) of households

oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

- purchases using online platforms
 Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care
- all-in-one printers, home security systems, smart
- n-one printers, normal systems. Imostats, and lighting systems. Impactions are taken within the US, not abroad



Savvy Suburbanites 3,269 (15.4%) of households

Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although most households do have a connection to the internet, use is very limited. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- · Households tend to have access to cell phones and the
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.



Professional Pride 8.228 (38.7%) of households

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Forty percent are mobile homes; half are single-family dwellings. About half are in unincorporated and more rural areas. Over a quarter of the population are 65-74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing Bingo, golfing, boating, and fishing They are very conscious of their health and buy specialty

- Residents tend to shop at large retail establishments. They often buy organic foods and frequent fast-casual restaurants.
 Home improvement and remodeling projects are common, and homeowners often seek professional assistance for lawn maintenance and landscaping.
- Their houses are equipped with modern technology such
- as smart home devices and appliances.

 Residents tend to prioritize fitness and recreational

activities, and they often support youth athletics and



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