



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

Population Summary	
2010 Total Population	840
2020 Total Population	788
2020 Group Quarters	0
2022 Total Population	789
2022 Group Quarters	0
2027 Total Population	783
2022-2027 Annual Rate	-0.15%
2022 Total Daytime Population	669
Workers	189
Residents	480
Household Summary	
2010 Households	358
2010 Average Household Size	2.30
2020 Total Households	365
2020 Average Household Size	2.16
2022 Households	359
2022 Average Household Size	2.20
2027 Households	355
2027 Average Household Size	2.21
2022-2027 Annual Rate	-0.22%
2010 Families	236
2010 Average Family Size	2.68
2022 Families	229
2022 Average Family Size	2.59
2027 Families	226
2027 Average Family Size	2.58
2022-2027 Annual Rate	-0.26%
Housing Unit Summary	
2000 Housing Units	539
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	8.2%
Vacant Housing Units	30.2%
2010 Housing Units	531
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	6.2%
Vacant Housing Units	32.6%
2020 Housing Units	521
Vacant Housing Units	29.9%
2022 Housing Units	517
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	30.6%
2027 Housing Units	517
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	9.9%
Vacant Housing Units	31.3%
Median Household Income	
2022	\$43,842
2027	\$50,082
Median Home Value	
2022	\$122,388
2027	\$137,000
Per Capita Income	
2022	\$24,752
2027	\$27,579
Median Age	
2010	48.3
2022	50.5
2027	51.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

2022 Households by Income

Household Income Base	359
<\$15,000	18.9%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	9.5%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	0.3%
\$200,000+	0.3%
Average Household Income	\$54,399

2027 Households by Income

Household Income Base	355
<\$15,000	16.3%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	25.1%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	0.3%
\$200,000+	0.3%
Average Household Income	\$60,830

2022 Owner Occupied Housing Units by Value

Total	306
<\$50,000	16.0%
\$50,000 - \$99,999	24.2%
\$100,000 - \$149,999	21.9%
\$150,000 - \$199,999	16.0%
\$200,000 - \$249,999	10.5%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.3%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$146,242

2027 Owner Occupied Housing Units by Value

Total	304
<\$50,000	14.1%
\$50,000 - \$99,999	23.7%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	13.2%
\$200,000 - \$249,999	16.4%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$165,132

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

2010 Population by Age

Total	840
0 - 4	4.9%
5 - 9	5.1%
10 - 14	5.2%
15 - 24	9.3%
25 - 34	8.7%
35 - 44	11.4%
45 - 54	15.4%
55 - 64	17.7%
65 - 74	12.5%
75 - 84	8.2%
85 +	1.5%
18 +	79.8%

2022 Population by Age

Total	789
0 - 4	4.6%
5 - 9	5.2%
10 - 14	5.3%
15 - 24	8.2%
25 - 34	9.9%
35 - 44	10.4%
45 - 54	12.0%
55 - 64	16.2%
65 - 74	17.6%
75 - 84	8.2%
85 +	2.3%
18 +	82.1%

2027 Population by Age

Total	783
0 - 4	4.2%
5 - 9	4.9%
10 - 14	5.7%
15 - 24	8.8%
25 - 34	8.9%
35 - 44	8.8%
45 - 54	12.5%
55 - 64	15.8%
65 - 74	16.6%
75 - 84	10.7%
85 +	2.9%
18 +	81.9%

2010 Population by Sex

Males	409
Females	431

2022 Population by Sex

Males	391
Females	398

2027 Population by Sex

Males	391
Females	392

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 15, 2022



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	840
White Alone	94.9%
Black Alone	0.1%
American Indian Alone	1.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	3.1%
Hispanic Origin	1.0%
Diversity Index	11.6

2020 Population by Race/Ethnicity

Total	788
White Alone	91.9%
Black Alone	0.4%
American Indian Alone	2.5%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	3.8%
Hispanic Origin	1.4%
Diversity Index	17.7

2022 Population by Race/Ethnicity

Total	789
White Alone	91.8%
Black Alone	0.4%
American Indian Alone	2.5%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	3.9%
Hispanic Origin	1.4%
Diversity Index	17.9

2027 Population by Race/Ethnicity

Total	783
White Alone	91.1%
Black Alone	0.4%
American Indian Alone	2.6%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	4.6%
Hispanic Origin	1.4%
Diversity Index	19.1

2010 Population by Relationship and Household Type

Total	840
In Households	97.9%
In Family Households	79.2%
Householder	28.1%
Spouse	21.2%
Child	24.0%
Other relative	2.0%
Nonrelative	3.8%
In Nonfamily Households	18.7%
In Group Quarters	2.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	2.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 15, 2022



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

2022 Population 25+ by Educational Attainment

Total	605
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	4.3%
High School Graduate	30.2%
GED/Alternative Credential	5.3%
Some College, No Degree	19.7%
Associate Degree	11.4%
Bachelor's Degree	13.4%
Graduate/Professional Degree	13.6%

2022 Population 15+ by Marital Status

Total	670
Never Married	25.5%
Married	50.3%
Widowed	9.4%
Divorced	14.8%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	333
Population 16+ Employed	93.1%
Population 16+ Unemployment rate	6.9%
Population 16-24 Employed	12.9%
Population 16-24 Unemployment rate	7.0%
Population 25-54 Employed	53.2%
Population 25-54 Unemployment rate	9.3%
Population 55-64 Employed	22.3%
Population 55-64 Unemployment rate	4.2%
Population 65+ Employed	11.6%
Population 65+ Unemployment rate	0.0%

2022 Employed Population 16+ by Industry

Total	310
Agriculture/Mining	4.2%
Construction	10.6%
Manufacturing	9.7%
Wholesale Trade	0.0%
Retail Trade	12.3%
Transportation/Utilities	3.2%
Information	1.0%
Finance/Insurance/Real Estate	4.2%
Services	39.4%
Public Administration	15.5%

2022 Employed Population 16+ by Occupation

Total	310
White Collar	55.2%
Management/Business/Financial	18.4%
Professional	19.0%
Sales	8.1%
Administrative Support	9.7%
Services	17.4%
Blue Collar	27.4%
Farming/Forestry/Fishing	3.5%
Construction/Extraction	12.9%
Installation/Maintenance/Repair	1.0%
Production	5.2%
Transportation/Material Moving	4.8%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 15, 2022



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

2010 Households by Type	
Total	358
Households with 1 Person	27.4%
Households with 2+ People	72.6%
Family Households	65.9%
Husband-wife Families	49.7%
With Related Children	15.6%
Other Family (No Spouse Present)	16.2%
Other Family with Male Householder	6.1%
With Related Children	4.2%
Other Family with Female Householder	10.1%
With Related Children	7.0%
Nonfamily Households	6.7%
All Households with Children	28.2%
Multigenerational Households	1.7%
Unmarried Partner Households	10.3%
Male-female	9.8%
Same-sex	0.6%
2010 Households by Size	
Total	358
1 Person Household	27.4%
2 Person Household	37.2%
3 Person Household	21.2%
4 Person Household	8.1%
5 Person Household	5.0%
6 Person Household	1.1%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	358
Owner Occupied	90.8%
Owned with a Mortgage/Loan	39.4%
Owned Free and Clear	51.4%
Renter Occupied	9.2%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	150
Percent of Income for Mortgage	14.7%
Wealth Index	38
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	531
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%
2010 Population By Urban/ Rural Status	
Total Population	840
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

Pembroke
Area: 27.86 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Rooted Rural (10B)
- 2.
- 3.

2022 Consumer Spending

Apparel & Services: Total \$	\$432,514
Average Spent	\$1,204.77
Spending Potential Index	50
Education: Total \$	\$263,860
Average Spent	\$734.99
Spending Potential Index	37
Entertainment/Recreation: Total \$	\$801,578
Average Spent	\$2,232.81
Spending Potential Index	61
Food at Home: Total \$	\$1,349,998
Average Spent	\$3,760.44
Spending Potential Index	61
Food Away from Home: Total \$	\$822,494
Average Spent	\$2,291.07
Spending Potential Index	53
Health Care: Total \$	\$1,691,017
Average Spent	\$4,710.35
Spending Potential Index	66
HH Furnishings & Equipment: Total \$	\$500,105
Average Spent	\$1,393.05
Spending Potential Index	54
Personal Care Products & Services: Total \$	\$180,079
Average Spent	\$501.61
Spending Potential Index	49
Shelter: Total \$	\$3,521,103
Average Spent	\$9,808.09
Spending Potential Index	43
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$591,092
Average Spent	\$1,646.50
Spending Potential Index	61
Travel: Total \$	\$466,085
Average Spent	\$1,298.29
Spending Potential Index	45
Vehicle Maintenance & Repairs: Total \$	\$292,118
Average Spent	\$813.70
Spending Potential Index	65

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 15, 2022