

Chapter IV **DEMOGRAPHICS**

INTRODUCTION

This Chapter focuses on the various facets and segments of the population of Pembroke, including migration patterns, historical trends, demographics, as well as projections for future growth. The information in this Chapter is presented so that it may be compared with other municipalities in the Central New Hampshire Region, Merrimack County, and the State. Information presented in this chapter has been derived from the Office of Energy and Planning (formerly the Office of State Planning), United States Bureau of Census, the New Hampshire Bureau of Vital Statistics, and the New Hampshire Bureau of Employment Security.

The 2000 US Census data was supplemented by estimates from the NH Office of Energy and Planning for the recent years in between the decennial Census. In addition, the Community Survey results, representing % of households and out-of-town property owners in Pembroke, yielded interesting numbers for comparison purposes.

The findings in the **DEMOGRAPHICS CHAPTER** in particular, of all those in the Master Plan, have a profound effect on the rest of the Chapters because it becomes the basis upon which all others are written. Population growth creates pressure on Town services and facilities, the building of new homes, and the reduction of open space. Although the Recommendations stated in this Chapter are specific only to this Chapter, they have a direct influence on each of the remaining Chapters of the 2004 Master Plan.

In order to grow in an economically practical manner and preserve the rural character of the Upland area desired by Pembroke residents, the promotion of smart growth is the key facet in this Chapter of the 2004 Master Plan.

OBJECTIVES OF THE CHAPTER AND RECOMMENDATIONS

These Objectives were developed as a result of Subcommittee analysis and interpretation of the data contained within the following chapter and from concerns raised from Pembroke residents and landowners from the Community Survey. They are listed in the beginning to give the reader the opportunity to view the results without reading through the entire Chapter.

- To analyze growth trends (total growth, population, housing density) and its relationship to the trends of the surrounding area.
 - Utilize the Demographics Chapter to develop the Growth Management Ordinance.
 - Revise the Impact Fee Ordinance using the data within the Demographics Chapter.
 - Utilize the Demographics Chapter for Zoning Ordinance revisions, including those relative to density and location.
- To analyze changing socioeconomic characteristics such as family size, age, income, education, and profession.
 - Compile factual information for the purposes of predicting future development and impact to Town infrastructure.
 - Partner with local businesses and the school to encourage students to complete high school and obtain further career training and education.
- To change the perception of Pembroke as a “bedroom community” to create a positive commercial image and increase the tax base.
 - Make the business area more sound and attractive to business ventures by revising the addressing and zip codes.
 - Work with the Economic Development Committee to promote increased business investments in the community.

COMMUNITY SURVEY RESULTS

The March 2003 Community Survey yielded 780 replies from 2956 surveys distributed, which equals a 26.4% return rate. The following questions were pertinent to the DEMOGRAPHICS CHAPTER. The full survey results are displayed in the APPENDIX CHAPTER.

How long have you lived in Pembroke?

Over 60% of the survey respondents have lived in Pembroke for more than 10 years. Approximately 6% lived in Pembroke less than a year.

What type of schooling do children (pre-K through grade 12) in your household attend?

The majority of respondents, 82%, checked that their children attended public school.

Please write the number of adults in your household for each age group.

The majority of adults , greater than 60%, were between the ages of 35 and 64. Approximately 17% of the adults in the households were over the age of 65.

Please write in the number of people employed in your household for each person 16 years old and older next to the appropriate professions.

The highest percentage of respondents, 11%, worked as professionals. Retail, health care, and government had the next highest percentages of employees between 9% and 10%.

POPULATION SECTION

The primary sources of information used for this segment of the Chapter were from the US Census, Town Reports, and the NH Office of Energy and Planning (formerly the Office of State Planning). It is critical to know how many people have resided in Pembroke, how many are presently residents, and to have an understanding for how the Town may grow in the future. In short, over the last ten years between 1990 and 2000, the population of Pembroke grew 8% according to the 2000 Census. This level of growth is among the lowest in the Central New Hampshire Region.

POPULATION TRENDS

An analysis of the actual population numbers from Pembroke from past to present will show trends of growth and decline. The trends are indicative of recent economic booms or recessions, or in the early years of Pembroke, of industrialization, war, and disease. Historical and current data assist in making predictions for future population counts.

Historical Trends

Table IV-1 shows the population figures and comparative rates of growth in Pembroke, Merrimack County, and the State of New Hampshire since 1767.

Table IV-1
Historical Population Trends 1767-2000

Year	Town of Pembroke		Merrimack County		State of New Hampshire	
	Population	% change	Population	% change	Population	% change
1767	557	~	3,477	~	52,672	~
1773	666	19.6%	6,715	93.1%	73,097	38.8%
1783	744	11.7%	7,337	9.3%	64,994	-11.1%
1790	956	28.5%	17,869	143.5%	141,885	118.3%
1800	982	2.7%	24,319	36.1%	183,858	29.6%
1810	1,153	17.4%	29,032	19.4%	214,460	16.6%
1820	1,256	8.9%	34,281	18.1%	244,161	13.8%
1830	1,312	4.5%	36,490	6.4%	269,328	10.3%
1840	1,336	1.8%	38,052	4.3%	284,574	5.7%
1850	1,733	29.7%	42,225	11.0%	317,976	11.7%
1860	1,313	-24.2%	43,273	2.5%	326,073	2.5%
1870	2,518	91.8%	42,947	-0.8%	318,300	-2.4%
1880	2,797	11.1%	46,300	7.8%	346,991	9.0%
1890	3,172	13.4%	49,435	6.8%	376,530	8.5%
1900	3,183	0.3%	52,430	6.1%	411,588	9.3%
1910	3,062	-3.8%	53,335	1.7%	430,572	4.6%
1920	2,563	-16.3%	51,770	-2.9%	443,083	2.9%
1930	2,792	8.9%	56,152	8.5%	465,293	5.0%
1940	2,769	-0.8%	60,710	8.1%	491,524	5.6%
1950	3,094	11.7%	63,022	3.8%	533,242	8.5%
1960	3,515	13.6%	67,785	7.6%	606,921	13.8%
1970	4,261	21.2%	80,925	19.4%	737,681	21.5%
1980	4,861	14.1%	98,302	21.5%	920,610	24.8%
1990	6,561	35.0%	120,005	22.1%	1,109,252	20.5%
2000	6,897	5.1%	136,225	13.5%	1,235,786	11.4%

Sources: Historical US Census Data and Population Counts from Historical Record, NH Office of Energy and Planning

In the year 1800, 982 people resided in Pembroke while the entire population of Merrimack County reached 24,319. In that year, the Town experienced merely a 2.7% growth from the previous decade while Merrimack County experienced 36.1% and the State as a whole experienced 29.6% growth.

In the year 1900, 3,183 people lived in Pembroke and 52,430 lived in Merrimack County. Pembroke experienced only a 0.3% rate of growth since 1890 while Merrimack County had a 6.1% increase and the State's population increased 9.3%. Between most measured years between 1767 and 1920, Pembroke's rate of growth was comparatively slower than that of the County and the State. One marked exception is 1870, where Pembroke grew 91.8% compared to the County (a decline of 0.8%) and the State (a decline of 2.4%).

As shown in Table IV-1, in the year 2000, Pembroke's total population reached 6,897, yielding a 5.1% increase from the previous decade. Over that same period, the County's population increased comparatively 13.5% and the State by 11.4%. It is reasonable to state that Pembroke's population growth rate has been below that of Merrimack County and the State of New Hampshire since records have been kept with the exceptions of the historical figures of 1850, 1870, 1880, 1890 and the recent history of 1930, 1950, 1960, 1970, and 1990.

Table IV-2
Relative Shares of Population, 1767-2000

Year	Pembroke Population	Pembroke as % of County	Pembroke as % of State
1767	557	16.0%	1.1%
1773	666	9.9%	0.9%
1783	744	10.1%	1.1%
1790	956	5.4%	0.7%
1800	982	4.0%	0.5%
1810	1,153	4.0%	0.5%
1820	1,256	3.7%	0.5%
1830	1,312	3.6%	0.5%
1840	1,336	3.5%	0.5%
1850	1,733	4.1%	0.5%
1860	1,313	3.0%	0.4%
1870	2,518	5.9%	0.8%
1880	2,797	6.0%	0.8%
1890	3,172	6.4%	0.8%
1900	3,183	6.1%	0.8%
1910	3,062	5.7%	0.7%
1920	2,563	5.0%	0.6%
1930	2,792	5.0%	0.6%
1940	2,769	4.6%	0.6%
1950	3,094	4.9%	0.6%
1960	3,515	5.2%	0.6%
1970	4,261	5.3%	0.6%
1980	4,861	4.9%	0.5%
1990	6,561	5.5%	0.6%
2000	6,897	5.1%	0.6%

Source: Historical US Census Data and Population Counts from Historical Records,
NH Office of State Planning and US Census 2000, April 2001

In the 1700s Pembroke bore a larger proportion of the County and State population than in later years. Another period, in the late 1880's, Pembroke's share peaked once again at 6.4% in 1880. In the present day, Pembroke has consistently bore around 5% of the relative share of the County's population. Since 1800, Pembroke's share of the State population has hovered consistently between 0.4% and 0.8%.

Table IV-3
Overall Population and Housing Growth Trends, 1970 - 2000

Growth	Population	<u>Net Change</u>		Total Housing Units	<u>Net Change</u>	
		#	%		#	%
1970 *	4,261	NA	NA	1,386	NA	NA
1980	4,861	600	14.1%	1,828	442	31.9%
1990	6,561	1,700	35.0%	2,536	708	38.7%
2000	6,897	336	5.1%	2,734	198	7.8%
Total Change from 1970 - 2000		2,636	61.9%		1,348	97.3%

Sources: 1970 and 1990 US Census CPH-2-31 Table 9 Population and Housing Unit Counts; US Census 2000 Data

*1970 Housing Units figure does not include seasonal and migratory units

Between 1970 and 2000, Pembroke's population increased 61.9% although in the last decade (1990 and 2000), population rose only 5.1%. The high jump over the last forty years can be attributed to an outstanding 35.0% increase in the 1980s. Although the number of housing units has increased 97.3% since 1970, the last decade saw the smallest growth in homes (7.8%) versus the 31.9% from 1970 and 1980 and the 38.7% in the 1980s. It is reasonable to state that the proportion of growth in Pembroke has slowed over the past decade since 1990.

Current Trends

Table IV-4 shows current population trends in Pembroke and the communities that border it. All areas have experienced different degrees of population growth in the last decade.

Table IV-4
Current Population Trends, 1970-2000
Pembroke and Abutting Communities

	1970	1980	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Allentown	2,732	4,398	4,649	4,606	4,601	4,631	4,712	4,742	4,839	4,823	4,850	4,992	4,843
Bow	2,479	4,015	5,500	5,550	5,586	5,681	5,817	5,919	6,093	6,406	6,503	6,633	7,138
Chichester	1,083	1,492	1,942	1,955	1,972	1,992	2,010	2,021	2,046	2,072	2,115	2,159	2,236
Concord	30,022	30,400	36,006	36,059	36,364	36,762	37,010	37,290	37,850	37,925	38,180	38,318	40,687
Epsom	1,469	2,743	3,591	3,613	3,645	3,702	3,763	3,742	3,834	3,866	3,896	3,971	4,021
Loudon	1,707	2,454	4,114	4,239	4,246	4,300	4,340	4,358	4,437	4,504	4,553	4,635	4,481
Pembroke	4,261	4,861	6,561	6,533	6,542	6,600	6,619	6,636	6,688	6,724	6,733	6,777	6,897

Source: NH Office of State Planning 1991-1999 Population Estimates of NH Cities and Towns;
1990 US Census STF1A (P1); 2000 US Census

The numbers for the decades in Table IV-4 were from the actual US Census figures while the 1991 through 1999 numbers were taken from population estimates from the NH Office of Energy and Planning. Pembroke is not the only town in the immediate area which experienced large population growth since 1970; Bow nearly tripled in size from 2,479 persons in 1970 to 7,138 in 2000.

Table IV-5 displays the rate of population growth Pembroke experienced between 1990 and 2000 as compared to abutting communities.

Table IV-5
Population Increase, 1990-2000

Pembroke and Abutting Communities	% Increase, 1990-2000
Allenstown	4.2%
Bow	29.8%
Chichester	15.1%
Concord	13.0%
Epsom	12%
Loudon	8.9%
Pembroke	5.1%

Source: 1990 US Census & 2000 US Census

Although the growth rates have tapered off for all communities in the decade between 1990 and 2000, nonetheless several communities in the area experienced significant population growth. Bow experienced the high of 29.8% while Allenstown's population increased the lowest in the area at 4.2%. Pembroke grew the second slowest in the area at 5.1% in the 1990s.

Another measure of population growth can be measured vis-a-vis the capacity of a municipality's land area as population density.

Table IV-6
Population Density in Pembroke and Abutting Communities, 1960-2000

Community	2000 Population	Area in Square Miles (excluding water)	Persons per square mile			
			1970	1980	1990	2000
Allenstown	4,843	20.5	133	215	227	236
w/o BBSP	4,843	10.0	273	440	465	484
Bow	7,138	28.2	88	142	195	253
Chichester	2,236	21.2	51	70	92	106
Concord	40,687	64.0	469	475	563	636
Epsom	4,021	34.5	43	80	104	117
Loudon	4,481	46.0	37	53	89	97
Pembroke	6,897	22.6	189	215	290	305

Sources 2000 US Census; NH Office of State Planning 1970-1999 Population Estimates of NH Cities and Towns; 2000 NH OSP Total Land Area Figures for NH Cities and Towns (figures are rounded)

*Allenstown's second density is portrayed when Bear Brook State Park's acreage is factored out of the total land area for the Town

In Table VI-6, the greatest population density found in the area is in Concord at 636 persons per square mile in 2000. The second most dense town is Pembroke at 305 persons per square mile. Pembroke is the third smallest town in the area at only 22.6 square miles. If the land acreage of Bear Brook State Park were removed from Allenstown's livable area, the Town would be the second most dense town at 484 persons per square mile.

Table IV-7
Births and Deaths, 1960-2002

Year	Births	Deaths	Natural Increase	Year	Births	Deaths	Natural Increase	Year	Births	Deaths	Natural Increase
1960	66	33	33	1975	58	40	18	1990	81	28	53
1961	79	52	27	1976	53	45	8	1991	81	28	53
1962	87	32	55	1977	52	44	8	1992	75	26	49
1963	67	28	39	1978	55	28	27	1993	73	34	39
1964	84	40	44	1979	50	29	21	1994	67	30	37
1965	75	40	35	1980	77	39	38	1995	71	38	33
1966	72	33	39	1981	61	40	21	1996	82	36	46
1967	79	45	34	1982	64	36	28	1997	62	31	31
1968	62	40	22	1983	59	29	30	1998	63	29	34
1969	72	44	28	1984	63	42	21	1999	55	48	7
1970	76	54	22	1985	86	30	56	2000	55	39	16
1971	67	35	32	1986	87	47	40	2001	60	34	26
1972	72	36	36	1987	92	35	57	2002	61	31	30
1973	72	43	29	1988	86	34	52				
1974	59	42	17	1989	81	33	48				

Source: Town Reports

Not only does in-migration account for a large proportion of population growth, but the natural increase in a Town's population affects the number of people living in any particular Town. From Table IV-7, between 1960 and 2002, Pembroke experienced a total natural increase of 1,419 people. This averages to 33 persons per year by natural increase. Since the total population of Pembroke rose from 3,515 in 1960 (Table IV-2) to 6,897 in 2000, the total growth is 3,382 persons. Of this number, 1,363 were born in the Town of Pembroke through 2000, thus the migration of new people into the Town was 2,019 people between 1960 and 2000.

Population Projections

While it is important for any community to plan ahead for an anticipated increase in population, which in turn increases pressure on community services and facilities, this section should be taken lightly as new population projections have not been produced by the Office of Energy and Planning since the 2000 Census of population was released. Old figures, which are the numbers most currently available, were used in the creation of these comparisons.

In Table IV-8, projected future population growth was calculated based upon the community's historical share of the County's population. It shows the projected population for Pembroke and abutting communities. Nevertheless, as Pembroke grows, provisions need to be made for the increased demand on Town services and infrastructure.

Table IV-8
Population Projections, 2005-2025

Pembroke and Abutting Communities				
Towns	2005	2010	2015	2020
Allenstown	5,130	5,420	5,680	5,950
Bow	7,890	8,720	9,590	10,450
Chichester	2,430	2,600	2,760	2,920
Concord	42,780	45,230	47,550	49,870
Epsom	4,360	4,630	4,900	5,160
Loudon	4,810	5,110	5,410	5,710
Pembroke	7,290	7,750	8,210	8,670

Source: NH Office of State Planning Municipal Population Projections 2005-2025, March 2003

All projections should be reviewed with care, as no methodology is perfect enough to predict what an actual future count would be. It should be noted that the projections were developed before the 2000 Census was available. For instance, Bow's 2005 population is around 600 persons less than it was determined through the 2000 Census. Tables IV-9 and IV-10 share similar inherent problems where projections into 2010 and 2020 are given.

According to Table IV-8, Pembroke's projected population could reach 8,000 residents between 2010 and 2015. By 2020, Concord should have nearly 50,000 people living in the City. The other area communities are projected to continue growing as well.

Table IV-9
Actual Population Growth and Projections, 1960-2020

Year	Town of Pembroke		Merrimack County		State of New Hampshire	
	Population	% change	Population	% change	Population	% change
1960	3,515	~	67,785	7.6%	606,921	13.8%
1970	4,261	21.2%	80,925	19.4%	737,681	21.5%
1980	4,861	14.1%	98,302	21.5%	920,610	24.8%
1990	6,561	35.0%	120,005	22.1%	1,109,252	20.5%
2000	6,897	5.1%	136,225	13.5%	1,235,786	11.4%
2010	7,750	12.4%	145,510	3.7%	1,385,210	12.1%
2020	8,670	11.9%	155,280	10.5%	1,523,680	10.0%

Sources: 1960-1990 US Census STF1A (P1); US Census 2000, DP-1;
NH Office of State Planning Municipal Population Projections 2005-2025, March 2003

The projections depicted in Table IV-9 indicate that Pembroke may grow proportionately more quickly than Merrimack County and the State. Between 2000 and 2010, Pembroke is projected to grow 12.4% while the County should grow more slowly at 3.7%. This projected trend is the opposite of which was found in the relative shares of historical population in Table IV-2.

Table IV-10
Projected Population Density, 2000-2020
 Pembroke and Abutting Communities

Towns	Square Miles (excluding water)	Persons per Square Mile				
		Projected (*Actual 2000 Data)				
		2000	2005	2010	2015	2020
Allenstown	20.5	236	250	264	277	290
w/o BBSP*	10.0	484	513	542	568	595
Bow	28.2	253	280	309	340	371
Chichester	21.2	106	115	123	130	138
Concord	64.0	636	668	707	743	779
Epsom	34.5	117	126	134	142	150
Loudon	46.0	97	105	111	118	124
Pembroke	22.6	305	323	343	363	384

Sources: Source: NH Office of State Planning Municipal Population Projections 2005-2025, March 2003;
 US Census 2000 *Bear Brook State Park

In Table IV-10, the densities for all area towns, including Pembroke, are anticipated to increase. By the year 2020, Pembroke's density is projected to increase from 305 persons per square mile to 384, a 25.9% increase. Bow's density is expected to increase 46.6%, the highest in the area, while Concord's density will increase by the lowest percentage in the area at 22.5%.

POPULATION CHARACTERISTICS

Knowing not only the numbers of people living in Pembroke but also the characteristics of the residents is the key to adequately planning for Pembroke's future needs. These needs will include recreational opportunities, Town services, education, and support services.

Population by Age

The age of a population group is important in determining if sufficient means for daycare, schooling, housing, employment, and senior services exist within a community. Tables IV-11 and IV-12 were derived from the Community Survey Results.

Table IV-11
Ages of Children in Survey Households (from Community Survey)

Ages	Number	Percent
Less than 1 year	16	3.1%
1-2 years	51	10.0%
3-4 years	46	9.0%
5-6 years	45	8.8%
7-8 years	59	11.6%
9-10 years	66	13.0%
11-12 years	57	11.2%
13-14 years	68	13.4%
15-16 years	62	12.2%
17-18 years	39	7.7%
Total	509	100.0%

Source: Community Survey Results

As shown in Table IV-11 and IV-12, the proportion of children under the age of 20 (509) to adults over the age of 20 (1033) is nearly 1:2. This could be attributed to the number of middle-aged people with children completing the Community Surveys, as indicated by the high numbers of 239 35-44 year olds and 250 45-54 year olds in Table IV-12.

Table IV-12
Ages of Adults in Survey Households (from Community Survey)

Ages	Number	Percent
20-24 years old	71	6.9%
25-34 years old	135	13.1%
35-44 years old	239	23.1%
45-54 years old	250	24.2%
55-64 years old	164	15.9%
65-74 years old	96	9.3%
75-84 years old	66	6.4%
85 years old and older	12	1.2%
Total	1033	100.0%

Source: Community Survey Results

The percentages of ages for each cohort, or group, in the 2000 Census do not correlate well to the findings of the Community Survey (Tables IV-11 and IV-12), as indicated in Table IV-13. This is attributed to the percentage of ages of children and ages of adults as opposed to percentage of ages of the entire population.

Table IV-13
Pembroke Population by Age

Age Group	Number of Persons by Age and % of Age Group							
	1970	%	1980	%	1990	%	2000	%
0 to 4	414	9.7%	325	6.7%	522	8.0%	383	5.6%
5 to 14	886	20.8%	825	17.0%	1,022	15.6%	1,017	14.7%
15 to 24	652	15.3%	796	16.4%	812	12.4%	996	14.4%
25 to 34	529	12.4%	888	18.3%	1,385	21.1%	630	9.1%
35 to 44	524	12.3%	570	11.7%	1,127	17.2%	954	13.8%
45 to 54	460	10.8%	512	10.5%	648	9.9%	1,201	17.4%
55 to 64	403	9.5%	448	9.2%	492	7.5%	787	11.4%
65 to 74	256	6.0%	334	6.9%	336	5.1%	482	7.0%
75+	137	3.2%	163	3.4%	217	3.3%	447	6.5%
Total	4,261	100%	4,861	100.0%	6,561	100.0%	6,897	100.0%

Source: OSP Comparison Binder of 70-80; 1970-90 US Census STF1A (P11 and P12)
1990 Census Binder and 2000 Census DP-1

The largest age group in Pembroke in the year 2000 was 45-54 (17.4%), followed closely by children 5 to 14 (14.7%) and young adults 15 to 24 (14.4%). When examining the 1990 figures, the largest cohorts were 25 to 34 (21.1%) with 35 to 44 (17.2%) following. These indicate a continuation of the aging population. Since 1970, the population in Pembroke has clearly been aging as better health care has become available and longevity rates have been increasing. The number of 5 to 14 year old children has been slowly decreasing from 1970 at a high of 20.8% to a low in 2000 of 14.7%.

Table IV-14
Percentage of Population by Age Group, 2000

Age Group	Census 2000 6,897 people
under 19	28.2%
20 to 34	15.6%
35 to 44	13.8%
45 to 64	28.8%
65+	13.5%
Total	100.0%

Source: 2000 US Census DP-1; numbers have been rounded

Table IV-14 portrays the simple percentage of population for each of the main cohorts. Adults aged 45 to 64 (28.8%) form the largest group of Pembroke residents while children under 19 are the second largest group (28.2%). Seniors comprise 13.5% percent of Pembroke's population, and that number is sure to rise over the coming decade.

Total population in Pembroke per Census block is illustrated on the *2000 Population (Census Block) Map* utilizing 2000 data in a gradation pattern. The Census blocks, determined by the US Census Bureau, divide the Town into over 120 different areas to collect and display demographic data. The largest concentrations of people, depicted in the darkest colors, are found between Pembroke Street and the Merrimack River (between Bow Lane and the Suncook River), and between Brickett Hill Lane and Pembroke Hill Road. The lightest concentrations are located between 3rd and 4th Range Roads between Pembroke Hill Road and Church Road and along Route 28 north of Buck Street.

K-8 School Enrollment (Pembroke School District)

One of the largest population groups to plan for is school-age children. The kindergarten through grade eight ages of children roughly encompasses the 5 to 14 age cohort. In Table IV-13, there were 1,017 children in this age group. According to Table IV-15 above, 843 children were enrolled in K-8 classes in Pembroke.

Table IV-15
Elementary School 2002-2003 Enrollment

School and Grade	Enrollment 2002-2003	Enrollment 2003-2004	School Board Maximum Capacity	% of Maximum Capacity
Pembroke Village School	----	168	198	85%
Pembroke Hill School	----	305	330	93%
Pre-K	n/a	----	----	----
K	82	----	----	----
1	93	----	----	----
2	101	----	----	----
3	84	----	----	----
4	81	----	----	----
<i>Subtotal</i>	<i>441</i>	<i>473</i>	<i>528</i>	<i>----</i>
Three Rivers School	----	388	475	82%
5	100	----	----	----
6	99	----	----	----
7	103	----	----	----
8	100	----	----	----
<i>Subtotal</i>	<i>402</i>	<i>388</i>	<i>----</i>	<i>----</i>
Total	843	861	1,003	86%

Source: Pembroke School District; Growth Management Report 2003

Within Table IV-15, maximum capacities of students per school as determined by the School Board are displayed. Recommended capacities are near or are above 100%, and the Department of Education's maximums fall within a 70% to 82% range. However, in Table IV-16, the trends seem to indicate a reduction in the number of students over the last few years.

Table IV-16
Pembroke K-8 School Growth Trends, 1997-2002

Year	Town Population	Growth %	Enrollment	Growth %	Pop per Pupil %
1997	6,724	n/a	887	n/a	13.2%
1998	6,733	0.1%	848	-4.4%	12.6%
1999	6,777	0.7%	818	-3.5%	12.1%
2000	6,897	1.8%	824	0.7%	11.9%
2001	6,989	1.3%	845	2.6%	12.1%
2002	n/a	n/a	843	-0.2%	n/a
Total Growth	265	3.9%	-44	-5.0%	

Sources: School Reports in Town Reports;
NH Office of State Planning 1991-1999 Population Estimates of NH Cities and Towns

In the year 2000, 824 students were enrolled from a total population of 6,897, yielding a population per pupil percentage of 11.9%. Since 1997, enrollment has made an overall drop from a high of 887 students in 1997 to 843 students in 2002, resulting in an overall growth over the six-year period of -5.0%. Since area towns send their young students to their own schools, these numbers are not affected by tuition students. Table VI-13 displayed a continuing drop in the number of children ages 5 to 14 since 1970. If this trend is continued, fewer young children will be attending kindergarten through eighth grade in Pembroke.

Household Size

The number of persons per household is indicative of sprawl patterns, social constructs, and economic circumstances. After a 1970 boom, the trend since 1980 seems to indicate that the number of persons per household in Pembroke is remaining relatively constant.

Table IV-17
Average Household Size

	1970	1980	1990	2000
Persons per household	3.2	2.5	3.1	2.6

Source: 1980, 1990, 2000 US Census; NH Association of Regional Planning Commissions website

Table IV-17 illustrates that 2.6 persons lived in Pembroke households in 2000. While the number of housing units in town has increased by 198 (Table IV-3) and the population by 336 (Table IV-3), the decrease in the number of people per household between 1990 and 2000 is indicative of smaller families and more singles and elderly couples living in Pembroke than in 1990.

Living in Pembroke

The Community Survey yielded interesting information about where people live and how long they have resided in Pembroke. Table IV-18 does not represent the geographic distribution of Pembroke residents but does illustrate the area that people who responded to the Community Survey live in.

Table IV-18
Area of Residency (from Community Survey)

Area	Number of Households	Percent
Pembroke Street Area	264	35.8%
Pembroke Village Area	154	20.9%
Buck Street Area	124	16.8%
Upland Area	195	26.5%
Total	737	100.0%

Source: Community Survey Results

Table IV-18 displays that the majority of people answering as Pembroke residents live in the vicinity of Pembroke Street (35.8%), followed by those living in the upland area (26.5%). As shown in Table IV-19, over 45% of respondents have lived in Pembroke 21 or more years. According to Table IV-20, this group represents approximately 25% of the total population.

Table IV-19
Length of Time Living in Town (from Community Survey)

Time Span	Number of Households	Percent
Less than 1 year	41	5.6%
1-5 years	98	13.3%
6-10 years	103	14.0%
11-20 years	147	19.9%
21-30 years	158	21.4%
over 30 years	191	25.9%
Total	738	100.0%

Source: Community Survey Results

Table IV-20
Length of Time Living in Town (US Census)

Time Span	Number of Households	Percent
Less than 1 year	328	12.3%
1-5 years	741	27.8%
6-10 years	421	15.8%
11-20 years	695	26.1%
21-30 years	226	8.5%
over 30 years	250	9.4%
Total	2,661	100%

Source: 2000 US Census data

From Table IV-20, nearly 56% of households have resided in Pembroke for less than 10 years. Even though the homes in which people are residing may not be new, the number of people moving into Pembroke has been increasing tremendously.

Educational Attainment

Table IV-21 illustrates the educational attainment of Pembroke residents, residents of the communities that surround Pembroke, as well as the County totals.

Table IV-21
Educational Attainment, 2000
(Based on the population 25 years of age and above)*

	Population*	less than 9th grade		9th-12th grade (no diploma)		H.S. diploma or GED	
		number	percent	Number	percent	number	percent
Allenstown	3,202	323	10.1%	323	10.1%	1,283	40.1%
Bow	4,556	54	1.2%	194	4.3%	945	20.7%
Chichester	1,538	29	1.9%	119	7.7%	549	35.7%
Concord	27,940	1,64	3.8%	2,121	7.6%	7,845	28.1%
Epsom	2,822	87	3.1%	245	8.7%	967	34.3%
Loudon	2,952	80	2.7%	189	6.4%	1,041	35.3%
Pembroke	4,523	234	5.2%	349	7.7%	1,562	34.5%
Merrimack County	91,278	3,611	4.0%	7,198	7.9%	27,044	29.6%

	Some College (no degree)		Associate's Degree		Bachelor's Degree		Graduate Degree	
	number	percent	number	percent	number	percent	number	percent
Allenstown	755	23.6%	207	6.5%	219	6.8%	92	2.9%
Bow	873	19.2%	420	9.2%	1,378	30.2%	692	15.2%
Chichester	275	17.9%	179	11.6%	244	15.9%	143	9.3%
Concord	6,151	22.0%	2,182	7.8%	5,090	18.2%	3,487	12.5%
Epsom	548	19.4%	342	12.1%	493	17.5%	140	5.0%
Loudon	699	23.7%	285	9.7%	416	14.1%	242	8.2%
Pembroke	933	20.6%	481	10.6%	689	15.2%	275	6.1%
Merrimack County	18,823	20.6%	8,029	8.8%	17,126	18.8%	9,447	10.3%

Source: 2000 Census data

The Census question asked households to indicate the highest level of education each household member aged 25 and above had attained. Thirty-five percent (35%) of residents living in Pembroke stopped their education with a high school diploma or GED, a rate higher than that of the average for Merrimack County (29.6%). The percentage of Pembroke residents in possession of a Bachelor's or graduate degree (21.3%) was the second lowest of area towns, with Allenstown at a low of 9.7% and Bow at a high of 45.4%.

EMPLOYMENT SECTION

The majority of the data utilized in this section is from the Community Survey, the US Census, and NH Department of Employment Security. The professions of Pembroke residents, their income and wages, and their unemployment trends further describe the characteristics of the demographics of the people who live in Pembroke. Only by understanding the people who live in a town can solutions be proposed to accommodate the often unique situations that are found when the data is examined.

EMPLOYMENT CHARACTERISTICS

One of the largest towns in the Central NH Region, Pembroke is still considered a “bedroom” community to nearby Concord and other small cities because most of the residents are employed outside of Pembroke. Different employment and income characteristics of Pembroke residents will be examined in this section.

Professions

Some of the best information to be found on what people do in Pembroke for a living can be found on the Community Survey, which yielded interesting results with respect to the types of professions of the adults who live in Pembroke.

Table IV-22

Professions of Adults in Household

Profession	Number	Percent
Agriculture/Forestry	15	1.3%
Construction	66	5.8%
Retail	108	9.5%
Finance	33	2.9%
Real Estate	9	0.8%
Professional	131	11.6%
Self-Employed	78	6.9%
Retired	99	8.7%
Health Care	107	9.4%
Manufacturing	65	5.7%
Education	79	7.0%
Computers/High Tech	55	4.9%
Government	109	9.6%
Non-Profit	26	2.3%
Unemployed	23	2.0%
Other	131	11.6%
Total	1134	100.0%

Other Professions

Additional Professions	Number	Percent
Transportation	19	15.4%
Food/Hospitality	12	9.8%
College	6	4.9%
Sales/Insurance	18	14.6%
Law Enforcement/Security	7	5.7%
Construction & Utilities	9	7.3%
Engineering	5	4.1%
Other	47	38.2%
Total	123	100.0%

Source: Community Survey Results

In Table VI-22, the majority of people classified themselves as “Professional” (11.6%) and “Government” (9.6%) employees, followed closely by “Retail” (9.5%) and “Health Care” (9.4%) employees. Six point nine percent (6.9%) classified themselves as self-employed. None of these numbers reflect, however, whether individuals work in Pembroke or work in another town.

Table IV-23
Occupation of Employed Individuals over Age Sixteen, 1989 & 1999

	1989		1999	
	Number	Percent	Number	Percent
Employed individuals over age 16	3,687	---	3,926	---
Managerial, professional, and related occupations	1,109	30.1%	1,202	30.6%
Sales and office occupations	1,216	33.0%	1,284	32.7%
Service occupations	419	11.4%	454	11.6%
Agriculture, forestry, fishing and hunting, and mining	29	0.8%	0	0.0%
Construction, extraction, and maintenance occupations	364	9.9%	420	10.7%
Production, transportation, and material moving occupations	550	15.0%	566	14.4%

Source: 1990 & 2000 US Census; 1990 US Census Binder

The US Census also tracks the professions of residents. In Table IV-23, in 1999 32.7% of the Pembroke work force was employed in “sales and office” jobs. The next highest category was “managerial, professions, and related” occupations at 30.6%. The Census categories are more inclusive and less distinct, and are thus not directly comparable to the Community Survey results.

Commuting Patterns

The distance to employers has an effect on the ability of residents to travel to their place of employment. The greater the distance, the greater the hardship on residents. This hardship, which may manifest in the form of lower income or greater unemployment, can be reduced by shared transportation or by the availability of closer employment.

Table IV-24
Location of Work for Pembroke Residents

Location of Work (over 10)	Number	Percent
Pembroke or Suncook	123	11.4%
Allentown	35	3.2%
Bedford	20	1.9%
Bow	14	1.3%
Concord or Penacook	393	36.4%
Hooksett	65	6.0%
Londonderry	12	1.1%
Manchester	176	16.3%
Merrimack	12	1.1%
Other NH Town	133	12.3%
More than One NH Town	47	4.3%
Other State	41	3.8%
Boston, MA	10	0.9%
Total	1,081	100.0%

Source: Community Survey Results

In Table IV-24, results from the Community Survey indicate that the highest percentage of Pembroke residents work in Concord or Penacook (36.4%). Manchester is the second highest single town (16.3%), although 12.3% travel to other towns which are not listed but which have less than 10 responses each. An astounding 11.4% work in Pembroke or Suncook, which is overall the third highest percentage to a single location. Still, 4.7% of Pembroke residents travel to another State or to Boston for employment.

Table IV-25
Pembroke Residents' Commuting Patterns, 1990

	Number
Estimated Residents Working (population 16 years and over 4,896)	3,687
Residents Commuting to Another Town	3,616

Sources: 1990 Census Social & Economic Characteristics (CP-2-31) Tables 198 and 199

According to the 1990 Census (the 2000 numbers have not yet been released for this table), of the 3,687 Pembroke workers, 2% worked in Pembroke. The total population of 4,896 resulted in 75.3% of its residents working in 1990.

Table IV-26
Commuting Time for Area Residents, 1990 - 2000

	Mean Travel Time to Work (minutes)	
	1990	2000
Allenstown	25.6	27.6
Bow	20.9	25.3
Chichester	n/a	25.9
Concord	17.8	20.5
Epsom	28.4	27.0
Loudon	25.5	25.1
Pembroke	22.3	24.3
Merrimack County	21.5	24.3

Source: 1990 Census Table 2, Social & Economic Characteristics and 2000 US Census, Selected Economic Characteristics

Between 1990 and 2000, the average commuting times for each area municipality increased. In Table IV-26, Concord residents both in 1990 (17.8 minutes) and in 2000 (20.5 minutes) had the shortest commute time. In 1990 and 2000, Allenstown had the longest commute time (25.6 minutes and 27.6 minutes, respectively). Pembroke residents added an additional two minutes to their commute over the last decade, from 22.3 minutes in 1990 to 24.3 minutes in 2000.

Employment in Pembroke

Of the entire population of the towns in the area, only a percentage of them are in the civilian employment labor force. Non-military professions are tabulated by the NH Department of Employment Security to track trends for employment taxes, worker's compensation, and unemployment compensation.

Table IV-27
Number of Civilians in the Labor Force, 1990 - 2002

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	% Change from '90-'02
Allenstown	2,530	2,370	2,280	2,330	2,360	2,420	2,370	2,530	2,540	2,590	2,700	2,730	2,740	8.3%
Bow	2,778	3,154	3,204	3,347	3,685	3,781	3,728	3,855	4,043	4,082	4,236	4,243	4,440	59.8%
Chichester	1,000	1,090	1,080	1,100	1,220	1,250	1,230	1,330	1,380	1,400	1,460	1,500	1,520	52.0%
Concord	16,430	18,000	17,940	18,450	19,820	20,340	20,060	20,420	20,880	21,080	22,080	22,600	22,950	39.7%
Epsom	1,560	1,660	1,690	1,700	1,870	1,920	1,890	2,040	2,110	2,130	2,230	2,290	2,320	48.7%
Loudon	2,220	2,490	2,490	2,560	2,900	2,980	2,940	2,890	2,990	3,020	3,160	3,240	3,290	48.2%
Pembroke	3,410	3,760	3,790	3,940	4,170	4,280	4,220	4,080	4,160	4,200	4,400	4,510	4,580	34.3%

Source: NH Department of Employment Security – Nnetwork

Table IV-27 documents the number of civilians in the labor force. Since 1990, Pembroke's labor force has increased 34.3% from 3,410 to 4,580. It is the third lowest increase in the area, with Allenstown at the lowest increase (8.3%) and Bow the highest increase at 59.3%. Compared to the population increases during the 1990s, these findings roughly follow the same pattern. Allenstown had a 4.2% increase (the lowest), Bow had a 29.8% increase (the highest), and Pembroke had a 5.1% population increase (the second lowest) in the area between 1990 and 2000 (Table IV-5). These comparisons show that labor force is continuing to grow faster than the rate of population.

Unemployment

The unemployment figures are collected and made available by the NH Department of Employment Security. The baseline data from which the unemployment figures are calculated are the number of civilians in the labor force (Table IV-27).

Table IV-28
Unemployment Rate Trends, 1990 to 2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	% Change from '90-'00
Allenstown	5.9%	7.4%	9.2%	6.8%	4.9%	4.5%	4.7%	3.0%	3.2%	2.8%	2.6%	-3.3%
Bow	3.0%	3.8%	3.8%	3.1%	2.0%	1.6%	1.9%	2.0%	1.9%	1.6%	1.8%	-1.2%
Chichester	3.8%	4.5%	4.3%	2.7%	2.5%	2.1%	3.1%	1.6%	1.9%	1.6%	1.5%	-2.3%
Concord	5.4%	7.0%	6.5%	4.7%	3.2%	2.7%	2.8%	2.4%	2.3%	1.9%	2.0%	-3.4%
Epsom	5.3%	8.7%	7.7%	5.5%	3.6%	3.3%	4.1%	3.3%	3.2%	2.8%	3.3%	-2.0%
Loudon	2.7%	4.3%	3.9%	3.0%	1.7%	1.9%	2.6%	2.1%	1.8%	1.7%	1.7%	-1.0%
Pembroke	7.5%	8.8%	8.1%	6.1%	3.8%	2.5%	2.9%	2.6%	2.4%	2.3%	2.5%	-5.0%

Source: NH Department of Employment Security – Nnetwork

In 1990, Pembroke had the largest unemployment rate of all area towns (7.5%), followed by Concord at 5.4%. In the year 2000, this unemployment rate has fallen dramatically to 2.5%, which is the third highest in the area with Epsom the highest at 3.3% and Chichester the lowest at 1.5%. Pembroke has seen the greatest positive change in unemployment rates, with a net change of -5.0%.

INCOME CHARACTERISTICS

Income is directly related to educational attainment (Table IV-21), and proximity to employment. Wages, per capita income, and household income of Pembroke residents as compared to area towns will portray the ability of Pembroke residents to make an adequate living and compete in the job market.

Wage Comparisons

The average weekly wage per worker and the number of available jobs in NH towns is published retroactively by the NH Department of Employment Security. These figures allow for the direct comparison of wages and the number of jobs one community has over a number years and additionally permits similar comparisons to conditions in abutting towns. It is important to differentiate the number of jobs available within the towns in Table IV-29 as opposed to how many residents of these towns are employed (Table IV-27).

Table IV-29
Average Annual Weekly Wage - Private Industries and Government, 1999 - 2001

Town	Number of Jobs	1999 Wage	Number of Jobs	2000 Wage	Number of Jobs	2001 Wage	Job % Change, 1999-2001	Wage % Change, 1999-2001
Allenstown	542	\$414.69	548	\$469.75	567	\$458.23	4.6%	10.5%
Bow	3,435	\$703.58	3,372	\$751.27	3,245	\$729.04	-5.5%	3.6%
Chichester	374	\$552.44	n/a	n/a	460	\$585.84	23.0%	6.1%
Concord	37,901	\$586.73	n/a	n/a	40,212	\$644.68	6.1%	9.9%
Epsom	959	\$436.02	873	\$505.92	958	\$543.06	-0.1%	25.6%
Loudon	1,299	\$341.01	n/a	n/a	1,373	\$441.97	5.7%	29.6%
Pembroke	1,800	\$562.73	1,901	\$578.31	1,995	\$645.39	10.8%	14.7%

Source: 1999, 2000, and 2001 County Profile, Employment and Wage Data, NH Department of Employment Security

Within Pembroke in 2001, 1,995 jobs were available through Pembroke employers, who paid an average of \$645.39 per week to their employees. Concord employers paid a similar weekly wage in 2001 (\$644.68). The highest paying town was Bow, with employers paying an average wage of \$729.04 in 2001, with Loudon employers paying the least at \$441.97. From 1999 to 2001, the number of jobs available in Pembroke has increased 10.8% and the wages have increased from \$562.73 to \$645.39 (a 14.7% increase). Larger increases have occurred in Loudon (29.6%) and in Epsom (25.6%), but these two towns had among the lowest weekly wages in 1999 (\$341.01 and \$436.02 respectively). The wages which have increased the least over the three-year span were from Bow (3.6%).

Household and Per Capita Income Comparisons

The US Census takes detailed records of the household income of town residents. Although the household incomes are gathered on an honor basis, they provided a reasonable account of the state of income levels in a municipality.

Table IV-30
Yearly Household Income, 1999

	Number of households	Percent of total
less than \$10,000	208	7.8%
\$10,000-\$14,999	83	3.1%
\$15,000-\$24,999	239	9.0%
\$25,000-\$34,999	364	13.7%
\$35,000-\$49,999	452	17.0%
\$50,000-\$74,999	652	24.5%
\$75,000-\$99,999	455	17.1%
more than \$100,000	207	7.7%
Total households	2,660	----
Median income	\$49,494	----
Mean income	\$53,971	----

Source: 2000 US Census

In Table IV-30, within Pembroke, the 49.3% of households reported a total income of over \$50,000 per year. Nineteen point nine percent (19.9%) of households made less than \$25,000 per year. The average (mean) household income was \$53,971 in the tax year 1999.

Table IV-31
Per Capita Income

Town	1989	1999	Change %
Allenstown	13,420	18,851	40.5%
Bow	19,752	29,557	49.6%
Chichester	15,295	24,115	57.7%
Concord	15,981	21,976	37.5%
Epsom	14,415	22,026	52.8%
Loudon	13,873	24,673	77.9%
Pembroke	15,811	20,800	31.6%

Sources: US 1990 and 2000 Census

Per capita income is a measurement of personal annual wealth. It applies equally to children, adults, and seniors. In 1999, Pembroke residents had a per capita income of \$20,800 per year, an increase of 31.6% from 1989, yet the second lowest in the area. Allenstown had the lowest per capita income in 1999 at \$18,851 while Bow had the highest at \$29,557. The greatest increase over the last decade was found in Loudon, which experienced a 77.9% increase to \$24,673. Pembroke's increase of 31.6% was the lowest per income gain among all area communities.

TOWN TAX RATES

Although a thorough examination of how Pembroke's tax rates are broken down is undertaken in the **HOUSING CHAPTER**, property taxes can be another measure of the wealth, economic health, and school system of a town and its residents.

Table IV-32
Breakdown of Pembroke Tax Rates, 1997-2002

Year	Municipal Rate Per \$1000	County Rate Per \$1000	Local Education Rate Per \$1000	State Education Rate per \$1000	Effective Total Rate	Full Value Tax Rate
1997	\$7.98	\$2.04	\$26.17	~	\$36.19	n/a
1998	\$8.73	\$2.21	\$27.89	~	\$38.83	\$36.29
1999	\$9.72	\$2.20	\$14.20	\$7.03	\$33.15	\$28.75
2000	\$9.45	\$2.39	\$17.16	\$6.76	\$35.76	\$28.03
2001	\$9.96	\$2.94	\$19.05	\$7.21	\$39.16	\$26.00
2002	\$9.10	\$3.19	\$21.12	\$6.91	\$40.32	\$24.76

Source: NH Department of Revenue Administration website

In Table IV-32, Pembroke's recent tax history is displayed. The municipal rate has remained relatively constant since 1999, ranging from \$9.10 to \$9.96 per \$1,000 of valuation. Between 1999 and 2001, the County tax rate also remained relatively constant until it rose in 2002 to \$3.19. Although in 1999, the local education tax rate dropped dramatically from \$27.89 to a low of \$14.20 the following year, this was caused by the implementation of the State School tax rate. The effective tax rate for Pembroke residents in 2002 was \$40.32 per \$1,000 of valuation, although the equalized tax rate (also known as the full value tax rate) was \$24.76 in 2002.

SUMMARY

When discussing the population and economics of the Town of Pembroke, there are a few issues that seem to concern most of its residents:

- Expanding the tax base and lessening the tax rate of Pembroke;
- Promoting commercial and light industrial growth within the Town;
- Limiting residential growth;
- School capacities; and
- Improving the level of education and diversity of skills of Pembroke residents.

We recognize that a difference between Planning Decisions, Inc's housing growth projections and the NH Office of Energy and Planning's housing growth projections exists. This situation will be monitored by the Planning Board.

Over the last ten years, Pembroke has enjoyed a slow and steady population growth. This can be best reflected when examining the historical population trends of the Town as detailed in this Chapter. These trends might best be preserved by drafting a Growth Management Ordinance as well as other zoning ordinances and regulations that preserve the historical pattern. Some suggested examples of these ordinances and regulations are as follows:

- A) Continue yearly updated Capital Improvements Plan;
- B) Revised impact fees;
- C) Maintain and strengthen ordinances and regulations that promote senior housing and good cluster development for the future of Pembroke;
- D) Preserve open space through ordinances and land purchases; and
- E) Provide incentives to commercial businesses.

- Respectfully Submitted, Cindy Lewis, Demographics Subcommittee Chair