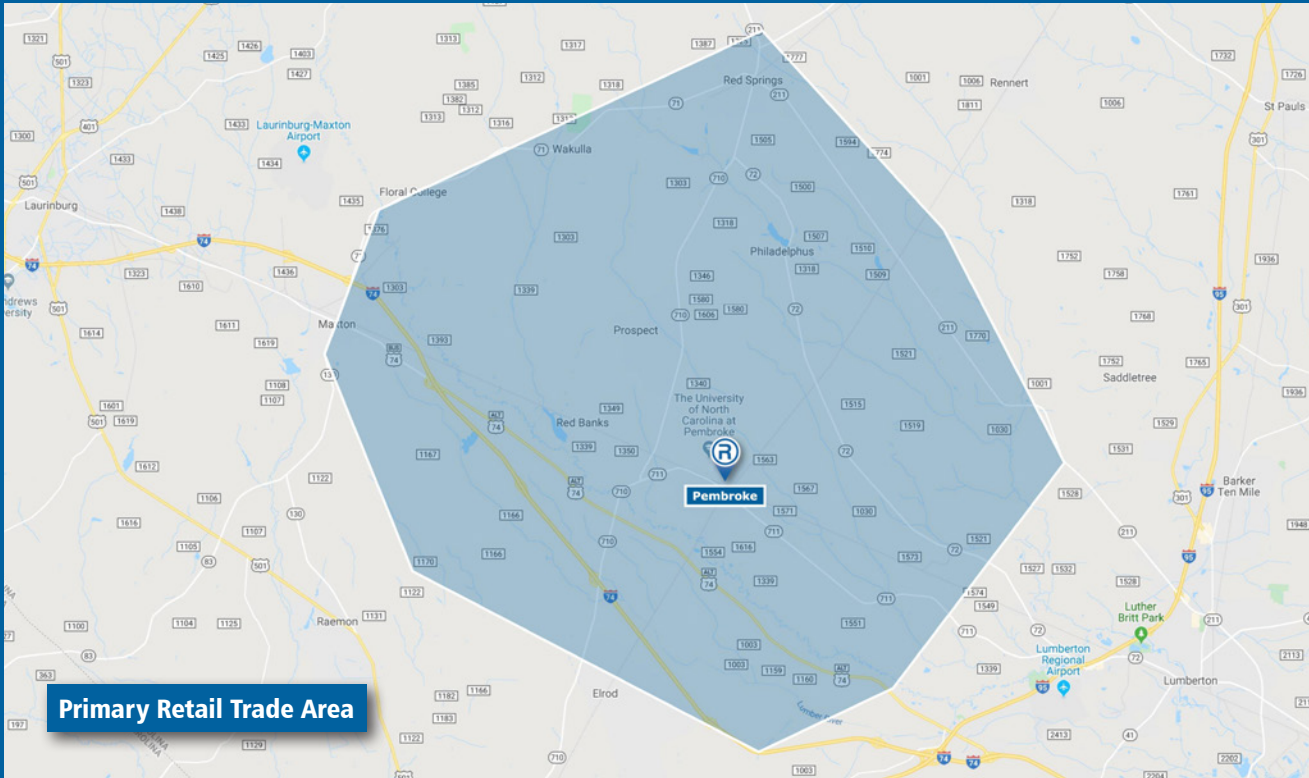


Retail Market Profile 2019



Contact Information

Tyler W. Thomas
Town Manager
 Town of Pembroke
 100 South Union Chapel Road
 Pembroke, North Carolina 28372
 Phone 910.734.3876
 tyler@pembrokenc.com
 www.pembrokenc.com

March 2021. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2019 ESTIMATE	2024 PROJECTION
Primary Retail Trade Area	31,445	36,517	36,662	37,436
UNCP 2021 enrollment = 8,200+ undergrad/grad students, additional to RTA; UNCP employs over 1,300 faculty & staff				

Income

	2019 ESTIMATE
Average Household	\$49,214
Median Household	\$35,046
Per Capita	\$17,797

Educational Attainment

	2019 ESTIMATE
Graduate or Professional	4.3%
Bachelor's Degree	11.4%
Associate Degree	7.9%
Some College, No Degree	20.7%
High School Graduate	34.6%
Some High School, No Degree	14.2%
Less than 9th Grade	6.9%

Race Distribution

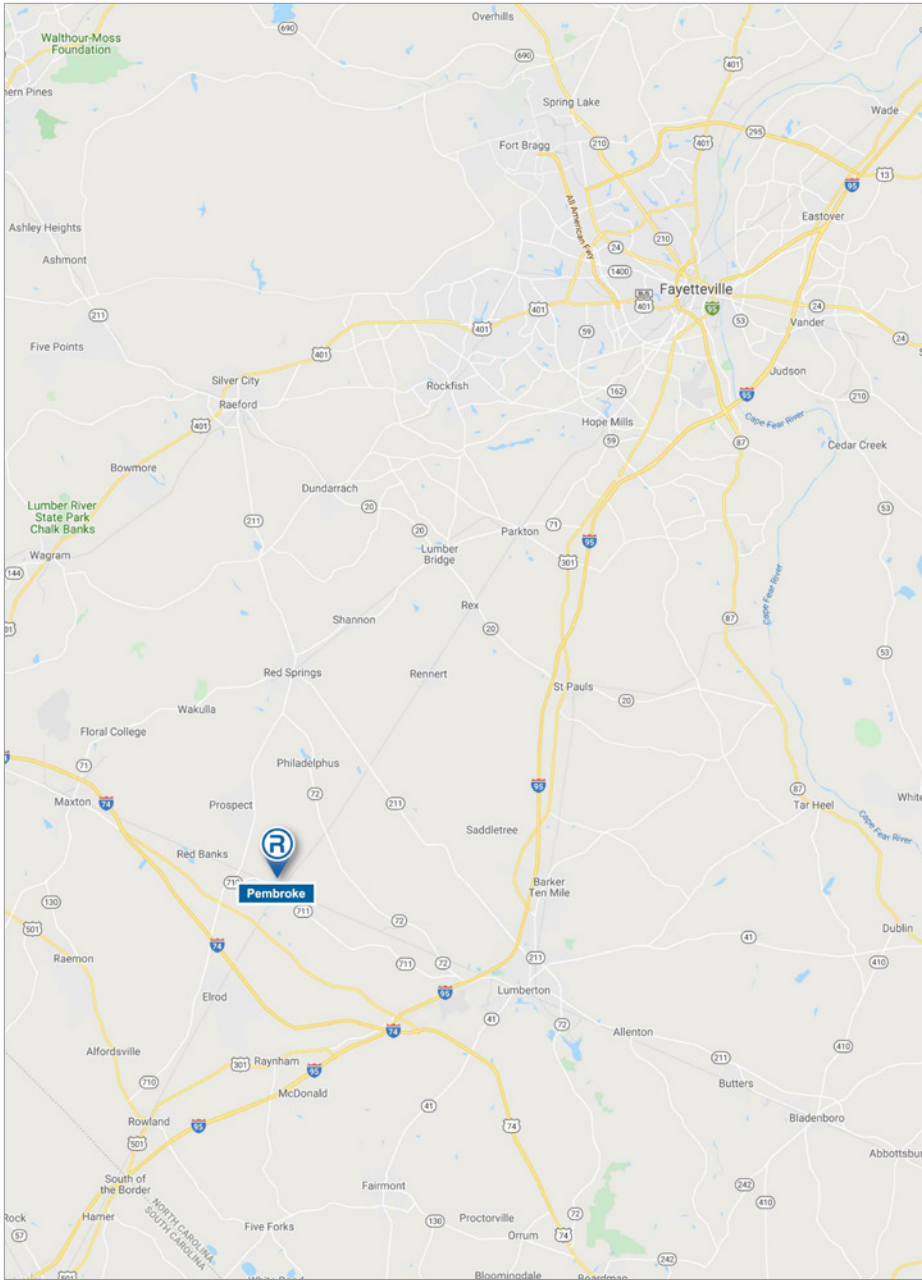
	2019 ESTIMATE
White	12.08%
Black or African American	16.12%
American Indian/Alaskan	65.79%
Asian	0.45%
Native Hawaiian/Islander	0.06%
Other Race	2.76%
Two or More Races	2.76%
Hispanic or Latino (of any race)	5.09%

Age

GROUPS	2019 ESTIMATE
9 Years and Under	13.41%
10-17 Years	11.80%
18-24 Years	14.66%
25-34 Years	12.42%
35-44 Years	11.33%
45-54 Years	11.49%
55-64 Years	11.16%
65 Years and Over	13.73%
DISTRIBUTION	2019 ESTIMATE
Median Age	32.95
Average Age	36.27



LOCATION MAP



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, and/or Microsoft Corporation.