



# Community Profile

Pierce township, OH  
Pierce township, OH (3902562540)  
Geography: County Subdivision

Prepared by Esri

Pierce townsh...

Population Summary	
2000 Total Population	12,226
2010 Total Population	14,349
2021 Total Population	15,085
2021 Group Quarters	0
2026 Total Population	15,453
2021-2026 Annual Rate	0.48%
2021 Total Daytime Population	11,993
Workers	5,140
Residents	6,853
Household Summary	
2000 Households	4,656
2000 Average Household Size	2.62
2010 Households	5,652
2010 Average Household Size	2.54
2021 Households	6,004
2021 Average Household Size	2.51
2026 Households	6,165
2026 Average Household Size	2.51
2021-2026 Annual Rate	0.53%
2010 Families	4,086
2010 Average Family Size	2.95
2021 Families	4,251
2021 Average Family Size	2.94
2026 Families	4,339
2026 Average Family Size	2.94
2021-2026 Annual Rate	0.41%
Housing Unit Summary	
2000 Housing Units	4,940
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	5.7%
2010 Housing Units	6,011
Owner Occupied Housing Units	74.7%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	6.0%
2021 Housing Units	6,358
Owner Occupied Housing Units	73.5%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	5.6%
2026 Housing Units	6,541
Owner Occupied Housing Units	73.8%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	5.7%
Median Household Income	
2021	\$81,133
2026	\$86,241
Median Home Value	
2021	\$220,828
2026	\$246,106
Per Capita Income	
2021	\$43,428
2026	\$47,533
Median Age	
2010	40.0
2021	42.0
2026	42.3

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>	
Household Income Base	6,004
<\$15,000	5.3%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	2.8%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	8.1%
\$200,000+	11.2%
Average Household Income	\$109,112
<b>2026 Households by Income</b>	
Household Income Base	6,165
<\$15,000	4.4%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	2.5%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	9.2%
\$200,000+	12.2%
Average Household Income	\$119,145
<b>2021 Owner Occupied Housing Units by Value</b>	
Total	4,672
<\$50,000	0.9%
\$50,000 - \$99,999	3.1%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	22.7%
\$200,000 - \$249,999	17.3%
\$250,000 - \$299,999	9.5%
\$300,000 - \$399,999	11.6%
\$400,000 - \$499,999	11.4%
\$500,000 - \$749,999	5.9%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$271,602
<b>2026 Owner Occupied Housing Units by Value</b>	
Total	4,826
<\$50,000	0.3%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	20.2%
\$200,000 - \$249,999	18.4%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	13.3%
\$400,000 - \$499,999	14.3%
\$500,000 - \$749,999	8.3%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$301,839

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>		
Total		14,349
0 - 4		6.6%
5 - 9		6.8%
10 - 14		6.7%
15 - 24		10.9%
25 - 34		12.8%
35 - 44		12.7%
45 - 54		16.0%
55 - 64		15.2%
65 - 74		8.1%
75 - 84		3.3%
85 +		0.9%
18 +		76.2%
<b>2021 Population by Age</b>		
Total		15,085
0 - 4		5.7%
5 - 9		6.4%
10 - 14		6.6%
15 - 24		10.0%
25 - 34		11.3%
35 - 44		14.0%
45 - 54		11.7%
55 - 64		14.8%
65 - 74		12.6%
75 - 84		5.5%
85 +		1.3%
18 +		77.9%
<b>2026 Population by Age</b>		
Total		15,453
0 - 4		5.8%
5 - 9		6.5%
10 - 14		6.6%
15 - 24		10.2%
25 - 34		10.7%
35 - 44		14.1%
45 - 54		11.9%
55 - 64		12.5%
65 - 74		12.7%
75 - 84		7.2%
85 +		1.8%
18 +		77.5%
<b>2010 Population by Sex</b>		
Males		7,115
Females		7,234
<b>2021 Population by Sex</b>		
Males		7,458
Females		7,627
<b>2026 Population by Sex</b>		
Males		7,616
Females		7,837

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>		
Total		14,349
White Alone		96.3%
Black Alone		0.9%
American Indian Alone		0.2%
Asian Alone		0.8%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.5%
Two or More Races		1.2%
Hispanic Origin		1.3%
Diversity Index		9.5
<b>2021 Population by Race/Ethnicity</b>		
Total		15,085
White Alone		94.5%
Black Alone		1.5%
American Indian Alone		0.2%
Asian Alone		1.2%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.8%
Two or More Races		1.7%
Hispanic Origin		1.9%
Diversity Index		14.0
<b>2026 Population by Race/Ethnicity</b>		
Total		15,453
White Alone		93.5%
Black Alone		1.8%
American Indian Alone		0.2%
Asian Alone		1.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.9%
Two or More Races		2.0%
Hispanic Origin		2.4%
Diversity Index		16.5
<b>2010 Population by Relationship and Household Type</b>		
Total		14,349
In Households		100.0%
In Family Households		86.1%
Householder		28.5%
Spouse		23.1%
Child		30.0%
Other relative		2.3%
Nonrelative		2.2%
In Nonfamily Households		13.9%
In Group Quarters		0.0%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.0%

**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.

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<b>2021 Population 25+ by Educational Attainment</b>	
Total	10,752
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	20.9%
GED/Alternative Credential	3.5%
Some College, No Degree	19.6%
Associate Degree	8.6%
Bachelor's Degree	26.6%
Graduate/Professional Degree	14.0%
<b>2021 Population 15+ by Marital Status</b>	
Total	12,258
Never Married	23.4%
Married	62.5%
Widowed	4.4%
Divorced	9.7%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	8,531
Population 16+ Employed	97.3%
Population 16+ Unemployment rate	2.7%
Population 16-24 Employed	11.2%
Population 16-24 Unemployment rate	4.5%
Population 25-54 Employed	59.1%
Population 25-54 Unemployment rate	2.2%
Population 55-64 Employed	19.7%
Population 55-64 Unemployment rate	4.2%
Population 65+ Employed	10.0%
Population 65+ Unemployment rate	0.0%
<b>2021 Employed Population 16+ by Industry</b>	
Total	8,304
Agriculture/Mining	0.0%
Construction	8.4%
Manufacturing	12.5%
Wholesale Trade	2.9%
Retail Trade	10.6%
Transportation/Utilities	5.6%
Information	1.6%
Finance/Insurance/Real Estate	8.0%
Services	44.5%
Public Administration	6.0%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	8,304
White Collar	66.6%
Management/Business/Financial	18.6%
Professional	26.4%
Sales	8.3%
Administrative Support	13.3%
Services	13.2%
Blue Collar	20.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	3.6%
Production	5.4%
Transportation/Material Moving	6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>	
Total	5,652
Households with 1 Person	21.5%
Households with 2+ People	78.5%
Family Households	72.3%
Husband-wife Families	58.7%
With Related Children	23.1%
Other Family (No Spouse Present)	13.6%
Other Family with Male Householder	4.6%
With Related Children	3.0%
Other Family with Female Householder	9.0%
With Related Children	5.6%
Nonfamily Households	6.2%
All Households with Children	32.2%
Multigenerational Households	3.1%
Unmarried Partner Households	7.7%
Male-female	7.0%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	5,652
1 Person Household	21.5%
2 Person Household	39.4%
3 Person Household	16.9%
4 Person Household	13.2%
5 Person Household	5.6%
6 Person Household	2.2%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	5,652
Owner Occupied	79.4%
Owned with a Mortgage/Loan	62.9%
Owned Free and Clear	16.5%
Renter Occupied	20.6%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	181
Percent of Income for Mortgage	11.4%
Wealth Index	145
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	6,011
Housing Units Inside Urbanized Area	83.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	16.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	14,349
Population Inside Urbanized Area	83.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	16.8%

**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.

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<b>Top 3 Tapestry Segments</b>		
1.		Green Acres (6A)
2.		Up and Coming Families (7A)
3.		Exurbanites (1E)
<b>2021 Consumer Spending</b>		
Apparel & Services: Total \$		\$14,782,572
Average Spent		\$2,462.12
Spending Potential Index		116
Education: Total \$		\$11,877,315
Average Spent		\$1,978.23
Spending Potential Index		115
Entertainment/Recreation: Total \$		\$22,819,473
Average Spent		\$3,800.71
Spending Potential Index		118
Food at Home: Total \$		\$37,500,502
Average Spent		\$6,245.92
Spending Potential Index		115
Food Away from Home: Total \$		\$26,434,797
Average Spent		\$4,402.86
Spending Potential Index		116
Health Care: Total \$		\$44,522,540
Average Spent		\$7,415.48
Spending Potential Index		119
HH Furnishings & Equipment: Total \$		\$16,360,556
Average Spent		\$2,724.94
Spending Potential Index		121
Personal Care Products & Services: Total \$		\$6,369,676
Average Spent		\$1,060.91
Spending Potential Index		118
Shelter: Total \$		\$139,960,497
Average Spent		\$23,311.21
Spending Potential Index		116
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$18,114,605
Average Spent		\$3,017.09
Spending Potential Index		126
Travel: Total \$		\$18,468,844
Average Spent		\$3,076.09
Spending Potential Index		122
Vehicle Maintenance & Repairs: Total \$		\$7,911,677
Average Spent		\$1,317.73
Spending Potential Index		119

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.