



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

	Pierce townsh...
Population Summary	
2000 Total Population	12,226
2010 Total Population	14,349
2018 Total Population	14,853
2018 Group Quarters	0
2023 Total Population	15,175
2018-2023 Annual Rate	0.43%
2018 Total Daytime Population	9,839
Workers	2,822
Residents	7,017
Household Summary	
2000 Households	4,656
2000 Average Household Size	2.62
2010 Households	5,652
2010 Average Household Size	2.54
2018 Households	5,858
2018 Average Household Size	2.54
2023 Households	5,990
2023 Average Household Size	2.53
2018-2023 Annual Rate	0.45%
2010 Families	4,086
2010 Average Family Size	2.95
2018 Families	4,174
2018 Average Family Size	2.97
2023 Families	4,248
2023 Average Family Size	2.98
2018-2023 Annual Rate	0.35%
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%
2018 Housing Units	6,207
Owner Occupied Housing Units	70.9%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	5.6%
2023 Housing Units	6,363
Owner Occupied Housing Units	71.6%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	5.9%
Median Household Income	
2018	\$73,839
2023	\$82,713
Median Home Value	
2018	\$200,220
2023	\$244,391
Per Capita Income	
2018	\$39,344
2023	\$44,792
Median Age	
2010	40.0
2018	41.5
2023	41.9

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income	
Household Income Base	5,858
<\$15,000	7.2%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	8.0%
\$200,000+	9.5%
Average Household Income	\$99,757
2023 Households by Income	
Household Income Base	5,990
<\$15,000	5.7%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	8.5%
\$200,000+	11.1%
Average Household Income	\$113,476
2018 Owner Occupied Housing Units by Value	
Total	4,398
<\$50,000	2.0%
\$50,000 - \$99,999	8.3%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	12.8%
\$300,000 - \$399,999	13.4%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	5.9%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	2.5%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$265,916
2023 Owner Occupied Housing Units by Value	
Total	4,557
<\$50,000	1.1%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	20.0%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	14.9%
\$300,000 - \$399,999	16.5%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	8.4%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$293,340

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
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%
2018 Population by Age	
Total	14,853
0 - 4	5.8%
5 - 9	6.3%
10 - 14	6.6%
15 - 24	10.5%
25 - 34	12.0%
35 - 44	13.1%
45 - 54	12.5%
55 - 64	14.9%
65 - 74	11.9%
75 - 84	5.0%
85 +	1.3%
18 +	77.6%
2023 Population by Age	
Total	15,175
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	10.4%
25 - 34	11.2%
35 - 44	14.0%
45 - 54	11.4%
55 - 64	13.0%
65 - 74	12.8%
75 - 84	6.8%
85 +	1.7%
18 +	77.6%
2010 Population by Sex	
Males	7,115
Females	7,234
2018 Population by Sex	
Males	7,351
Females	7,502
2023 Population by Sex	
Males	7,494
Females	7,681

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Pierce townsh...
2010 Population by Race/Ethnicity	
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
2018 Population by Race/Ethnicity	
Total	14,853
White Alone	95.1%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	1.6%
Hispanic Origin	1.7%
Diversity Index	12.6
2023 Population by Race/Ethnicity	
Total	15,175
White Alone	94.1%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	1.9%
Hispanic Origin	2.0%
Diversity Index	14.9
2010 Population by Relationship and Household Type	
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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	10,509
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	22.0%
GED/Alternative Credential	5.5%
Some College, No Degree	16.9%
Associate Degree	11.5%
Bachelor's Degree	27.1%
Graduate/Professional Degree	11.6%
2018 Population 15+ by Marital Status	
Total	12,065
Never Married	27.4%
Married	56.3%
Widowed	4.7%
Divorced	11.6%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%
2018 Employed Population 16+ by Industry	
Total	7,987
Agriculture/Mining	0.0%
Construction	3.8%
Manufacturing	13.8%
Wholesale Trade	3.8%
Retail Trade	9.8%
Transportation/Utilities	6.1%
Information	0.8%
Finance/Insurance/Real Estate	8.9%
Services	48.9%
Public Administration	4.0%
2018 Employed Population 16+ by Occupation	
Total	7,987
White Collar	65.7%
Management/Business/Financial	18.2%
Professional	24.4%
Sales	8.5%
Administrative Support	14.5%
Services	15.1%
Blue Collar	19.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	5.4%
Production	4.6%
Transportation/Material Moving	6.6%
2010 Population By Urban/ Rural Status	
Total Population	14,349
Population Inside Urbanized Area	83.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	16.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
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%
2010 Households by Size	
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%
2010 Households by Tenure and Mortgage Status	
Total	5,652
Owner Occupied	79.4%
Owned with a Mortgage/Loan	62.9%
Owned Free and Clear	16.5%
Renter Occupied	20.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,011
Housing Units Inside Urbanized Area	83.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	16.1%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
	1.	Green Acres (6A)
	2.	Up and Coming Families
	3.	Exurbanites (1E)
2018 Consumer Spending		
Apparel & Services: Total \$		\$15,029,446
Average Spent		\$2,565.63
Spending Potential Index		118
Education: Total \$		\$10,139,713
Average Spent		\$1,730.92
Spending Potential Index		120
Entertainment/Recreation: Total \$		\$22,362,445
Average Spent		\$3,817.42
Spending Potential Index		119
Food at Home: Total \$		\$33,967,852
Average Spent		\$5,798.54
Spending Potential Index		116
Food Away from Home: Total \$		\$24,382,468
Average Spent		\$4,162.25
Spending Potential Index		119
Health Care: Total \$		\$39,783,258
Average Spent		\$6,791.27
Spending Potential Index		119
HH Furnishings & Equipment: Total \$		\$14,780,380
Average Spent		\$2,523.11
Spending Potential Index		121
Personal Care Products & Services: Total \$		\$5,853,487
Average Spent		\$999.23
Spending Potential Index		121
Shelter: Total \$		\$114,861,155
Average Spent		\$19,607.57
Spending Potential Index		117
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$17,367,015
Average Spent		\$2,964.67
Spending Potential Index		119
Travel: Total \$		\$15,533,728
Average Spent		\$2,651.71
Spending Potential Index		123
Vehicle Maintenance & Repairs: Total \$		\$7,448,023
Average Spent		\$1,271.43
Spending Potential Index		118

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.