



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Clermont County GIS

	Pierce townsh...
Population Summary	
2000 Total Population	12,226
2010 Total Population	14,349
2019 Total Population	14,859
2019 Group Quarters	0
2024 Total Population	15,208
2019-2024 Annual Rate	0.47%
2019 Total Daytime Population	9,712
Workers	2,781
Residents	6,931
Household Summary	
2000 Households	4,656
2000 Average Household Size	2.62
2010 Households	5,652
2010 Average Household Size	2.54
2019 Households	5,869
2019 Average Household Size	2.53
2024 Households	6,009
2024 Average Household Size	2.53
2019-2024 Annual Rate	0.47%
2010 Families	4,086
2010 Average Family Size	2.95
2019 Families	4,179
2019 Average Family Size	2.96
2024 Families	4,257
2024 Average Family Size	2.96
2019-2024 Annual Rate	0.37%
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%
2019 Housing Units	6,212
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	5.5%
2024 Housing Units	6,365
Owner Occupied Housing Units	71.7%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	5.6%
Median Household Income	
2019	\$80,649
2024	\$89,742
Median Home Value	
2019	\$201,394
2024	\$234,744
Per Capita Income	
2019	\$42,058
2024	\$45,904
Median Age	
2010	40.0
2019	41.7
2024	42.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income	
Household Income Base	5,869
<\$15,000	4.3%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	9.2%
\$200,000+	9.7%
Average Household Income	\$106,481
2024 Households by Income	
Household Income Base	6,009
<\$15,000	3.6%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	24.0%
\$150,000 - \$199,999	11.6%
\$200,000+	10.0%
Average Household Income	\$116,178
2019 Owner Occupied Housing Units by Value	
Total	4,369
<\$50,000	1.8%
\$50,000 - \$99,999	5.6%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	22.0%
\$200,000 - \$249,999	12.7%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	11.1%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	8.6%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$264,849
2024 Owner Occupied Housing Units by Value	
Total	4,564
<\$50,000	0.8%
\$50,000 - \$99,999	2.7%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	21.2%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	12.1%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	11.6%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$294,177

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 2019 and 2024 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%
2019 Population by Age	
Total	14,859
0 - 4	5.8%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	10.5%
25 - 34	11.8%
35 - 44	13.3%
45 - 54	12.1%
55 - 64	14.7%
65 - 74	12.3%
75 - 84	5.4%
85 +	1.4%
18 +	77.8%
2024 Population by Age	
Total	15,208
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	10.5%
25 - 34	11.1%
35 - 44	14.0%
45 - 54	11.4%
55 - 64	12.7%
65 - 74	12.7%
75 - 84	7.2%
85 +	1.8%
18 +	77.7%
2010 Population by Sex	
Males	7,115
Females	7,234
2019 Population by Sex	
Males	7,351
Females	7,508
2024 Population by Sex	
Males	7,495
Females	7,713

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 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
2019 Population by Race/Ethnicity	
Total	14,859
White Alone	94.9%
Black Alone	1.4%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.6%
Hispanic Origin	1.8%
Diversity Index	13.1
2024 Population by Race/Ethnicity	
Total	15,208
White Alone	94.0%
Black Alone	1.7%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	1.9%
Hispanic Origin	2.2%
Diversity Index	15.5
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment	
Total	10,541
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	22.3%
GED/Alternative Credential	5.1%
Some College, No Degree	17.8%
Associate Degree	11.4%
Bachelor's Degree	24.6%
Graduate/Professional Degree	12.8%
2019 Population 15+ by Marital Status	
Total	12,095
Never Married	27.3%
Married	57.5%
Widowed	4.1%
Divorced	11.2%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	97.4%
Civilian Unemployed (Unemployment Rate)	2.6%
2019 Employed Population 16+ by Industry	
Total	8,079
Agriculture/Mining	0.0%
Construction	8.6%
Manufacturing	12.0%
Wholesale Trade	3.1%
Retail Trade	10.1%
Transportation/Utilities	5.5%
Information	1.8%
Finance/Insurance/Real Estate	7.8%
Services	45.8%
Public Administration	5.4%
2019 Employed Population 16+ by Occupation	
Total	8,079
White Collar	65.1%
Management/Business/Financial	15.4%
Professional	24.4%
Sales	9.3%
Administrative Support	16.0%
Services	15.3%
Blue Collar	19.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	4.2%
Production	5.8%
Transportation/Material Moving	5.1%
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 2019 and 2024 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 2019 and 2024 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 (7A)
3. Exurbanites (1E)

2019 Consumer Spending

Apparel & Services: Total \$	\$15,055,699
Average Spent	\$2,565.29
Spending Potential Index	120
Education: Total \$	\$11,187,313
Average Spent	\$1,906.17
Spending Potential Index	120
Entertainment/Recreation: Total \$	\$23,354,223
Average Spent	\$3,979.25
Spending Potential Index	122
Food at Home: Total \$	\$36,092,408
Average Spent	\$6,149.67
Spending Potential Index	119
Food Away from Home: Total \$	\$26,079,789
Average Spent	\$4,443.65
Spending Potential Index	121
Health Care: Total \$	\$42,847,241
Average Spent	\$7,300.60
Spending Potential Index	123
HH Furnishings & Equipment: Total \$	\$15,676,401
Average Spent	\$2,671.05
Spending Potential Index	125
Personal Care Products & Services: Total \$	\$6,512,998
Average Spent	\$1,109.73
Spending Potential Index	125
Shelter: Total \$	\$129,191,242
Average Spent	\$22,012.48
Spending Potential Index	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,363,016
Average Spent	\$3,128.82
Spending Potential Index	126
Travel: Total \$	\$16,511,172
Average Spent	\$2,813.29
Spending Potential Index	125
Vehicle Maintenance & Repairs: Total \$	\$8,336,253
Average Spent	\$1,420.39
Spending Potential Index	124

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

April 08, 2020