



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
2017 Total Population	14,806
2017 Group Quarters	0
2022 Total Population	15,195
2017-2022 Annual Rate	0.52%
2017 Total Daytime Population	9,819
Workers	2,674
Residents	7,145
Household Summary	
2000 Households	4,656
2000 Average Household Size	2.62
2010 Households	5,652
2010 Average Household Size	2.54
2017 Households	5,831
2017 Average Household Size	2.54
2022 Households	5,978
2022 Average Household Size	2.54
2017-2022 Annual Rate	0.50%
2010 Families	4,086
2010 Average Family Size	2.95
2017 Families	4,155
2017 Average Family Size	2.96
2022 Families	4,230
2022 Average Family Size	2.98
2017-2022 Annual Rate	0.36%
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%
2017 Housing Units	6,171
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	5.5%
2022 Housing Units	6,354
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	5.9%
Median Household Income	
2017	\$73,716
2022	\$85,021
Median Home Value	
2017	\$204,743
2022	\$246,490
Per Capita Income	
2017	\$38,748
2022	\$43,751
Median Age	
2010	40.0
2017	41.3
2022	41.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

	Pierce townsh...
2017 Households by Income	
Household Income Base	5,831
<\$15,000	6.0%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	8.4%
\$200,000+	8.5%
Average Household Income	\$98,388
2022 Households by Income	
Household Income Base	5,978
<\$15,000	5.3%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	9.9%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	24.3%
\$150,000 - \$199,999	9.5%
\$200,000+	9.5%
Average Household Income	\$111,208
2017 Owner Occupied Housing Units by Value	
Total	4,507
<\$50,000	2.2%
\$50,000 - \$99,999	10.3%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	17.4%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	15.2%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	1.4%
Average Home Value	\$253,312
2022 Owner Occupied Housing Units by Value	
Total	4,625
<\$50,000	1.6%
\$50,000 - \$99,999	6.9%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	14.9%
\$200,000 - \$249,999	11.2%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	19.1%
\$400,000 - \$499,999	6.1%
\$500,000 - \$749,999	9.3%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	1.5%
Average Home Value	\$290,135

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

	Pierce townsh...
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%
2017 Population by Age	
Total	14,806
0 - 4	5.9%
5 - 9	6.4%
10 - 14	6.7%
15 - 24	10.4%
25 - 34	12.3%
35 - 44	12.9%
45 - 54	12.9%
55 - 64	15.0%
65 - 74	11.6%
75 - 84	4.7%
85 +	1.3%
18 +	77.6%
2022 Population by Age	
Total	15,195
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	10.4%
25 - 34	11.3%
35 - 44	14.0%
45 - 54	11.5%
55 - 64	13.4%
65 - 74	12.7%
75 - 84	6.4%
85 +	1.6%
18 +	77.6%
2010 Population by Sex	
Males	7,115
Females	7,234
2017 Population by Sex	
Males	7,334
Females	7,472
2022 Population by Sex	
Males	7,506
Females	7,689

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

	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
2017 Population by Race/Ethnicity	
Total	14,806
White Alone	95.3%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	1.5%
Hispanic Origin	1.7%
Diversity Index	12.2
2022 Population by Race/Ethnicity	
Total	15,195
White Alone	94.4%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.8%
Hispanic Origin	2.0%
Diversity Index	14.4
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

	Pierce townsh...
2017 Population 25+ by Educational Attainment	
Total	10,467
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	5.7%
High School Graduate	22.3%
GED/Alternative Credential	5.7%
Some College, No Degree	15.2%
Associate Degree	11.9%
Bachelor's Degree	24.2%
Graduate/Professional Degree	11.9%
2017 Population 15+ by Marital Status	
Total	12,011
Never Married	25.6%
Married	57.5%
Widowed	6.0%
Divorced	10.9%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	95.6%
Civilian Unemployed (Unemployment Rate)	4.4%
2017 Employed Population 16+ by Industry	
Total	7,811
Agriculture/Mining	0.0%
Construction	3.5%
Manufacturing	13.8%
Wholesale Trade	3.9%
Retail Trade	9.8%
Transportation/Utilities	6.3%
Information	0.7%
Finance/Insurance/Real Estate	9.2%
Services	48.6%
Public Administration	4.1%
2017 Employed Population 16+ by Occupation	
Total	7,811
White Collar	65.7%
Management/Business/Financial	18.3%
Professional	24.3%
Sales	8.6%
Administrative Support	14.5%
Services	15.2%
Blue Collar	19.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	5.3%
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

	Pierce townsh...
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Pierce Township
 Pierce township (3902562540)
 Geography: County Subdivision

Prepared by Esri

		Pierce townsh...
Top 3 Tapestry Segments		
	1.	Green Acres (6A)
	2.	Up and Coming Families
	3.	Exurbanites (1E)
2017 Consumer Spending		
Apparel & Services: Total \$		\$15,308,468
Average Spent		\$2,625.36
Spending Potential Index		122
Education: Total \$		\$10,252,728
Average Spent		\$1,758.31
Spending Potential Index		121
Entertainment/Recreation: Total \$		\$22,090,664
Average Spent		\$3,788.49
Spending Potential Index		121
Food at Home: Total \$		\$34,550,144
Average Spent		\$5,925.25
Spending Potential Index		118
Food Away from Home: Total \$		\$23,530,956
Average Spent		\$4,035.49
Spending Potential Index		121
Health Care: Total \$		\$39,482,894
Average Spent		\$6,771.20
Spending Potential Index		121
HH Furnishings & Equipment: Total \$		\$13,967,231
Average Spent		\$2,395.34
Spending Potential Index		123
Personal Care Products & Services: Total \$		\$5,707,343
Average Spent		\$978.79
Spending Potential Index		123
Shelter: Total \$		\$113,478,139
Average Spent		\$19,461.18
Spending Potential Index		120
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$16,999,797
Average Spent		\$2,915.42
Spending Potential Index		124
Travel: Total \$		\$15,236,801
Average Spent		\$2,613.07
Spending Potential Index		126
Vehicle Maintenance & Repairs: Total \$		\$7,523,623
Average Spent		\$1,290.28
Spending Potential Index		120

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.