



# Community Profile

Pierce town, CO (0859005)  
 Geography: Place

Pierce town, ...

Population Summary	
2000 Total Population	858
2010 Total Population	834
2017 Total Population	1,088
2017 Group Quarters	0
2022 Total Population	1,249
2017-2022 Annual Rate	2.80%
2017 Total Daytime Population	670
Workers	163
Residents	507
Household Summary	
2000 Households	299
2000 Average Household Size	2.87
2010 Households	312
2010 Average Household Size	2.67
2017 Households	404
2017 Average Household Size	2.69
2022 Households	463
2022 Average Household Size	2.70
2017-2022 Annual Rate	2.76%
2010 Families	237
2010 Average Family Size	3.11
2017 Families	308
2017 Average Family Size	3.12
2022 Families	350
2022 Average Family Size	3.13
2017-2022 Annual Rate	2.59%
Housing Unit Summary	
2000 Housing Units	310
Owner Occupied Housing Units	81.0%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	3.5%
2010 Housing Units	337
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	7.4%
2017 Housing Units	422
Owner Occupied Housing Units	72.7%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	4.3%
2022 Housing Units	486
Owner Occupied Housing Units	71.4%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	4.7%
Median Household Income	
2017	\$59,823
2022	\$67,780
Median Home Value	
2017	\$174,138
2022	\$182,870
Per Capita Income	
2017	\$27,729
2022	\$32,209
Median Age	
2010	40.3
2017	43.5
2022	44.4

**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 town, CO (0859005)

Geography: Place

Pierce town, ...

## 2017 Households by Income

Household Income Base	403
<\$15,000	5.2%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	21.6%
\$50,000 - \$74,999	24.8%
\$75,000 - \$99,999	20.3%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	2.5%
\$200,000+	2.7%

Average Household Income \$74,005

## 2022 Households by Income

Household Income Base	464
<\$15,000	5.2%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	22.4%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	3.2%
\$200,000+	3.9%

Average Household Income \$85,716

## 2017 Owner Occupied Housing Units by Value

Total	308
<\$50,000	9.7%
\$50,000 - \$99,999	9.1%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	47.1%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%

Average Home Value \$207,792

## 2022 Owner Occupied Housing Units by Value

Total	347
<\$50,000	6.9%
\$50,000 - \$99,999	6.1%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	46.7%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	4.3%
\$400,000 - \$499,999	7.8%
\$500,000 - \$749,999	10.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%

Average Home Value \$243,804

**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 town, CO (0859005)

Geography: Place

Pierce town, ...

## 2010 Population by Age

Total	834
0 - 4	6.7%
5 - 9	7.6%
10 - 14	7.4%
15 - 24	12.2%
25 - 34	10.1%
35 - 44	11.5%
45 - 54	18.1%
55 - 64	13.7%
65 - 74	8.2%
75 - 84	3.2%
85 +	1.3%
18 +	73.5%

## 2017 Population by Age

Total	1,086
0 - 4	5.3%
5 - 9	5.9%
10 - 14	6.5%
15 - 24	11.3%
25 - 34	11.4%
35 - 44	11.1%
45 - 54	12.8%
55 - 64	18.0%
65 - 74	11.1%
75 - 84	5.0%
85 +	1.5%
18 +	78.4%

## 2022 Population by Age

Total	1,251
0 - 4	5.0%
5 - 9	5.7%
10 - 14	6.6%
15 - 24	10.4%
25 - 34	10.7%
35 - 44	12.3%
45 - 54	11.7%
55 - 64	16.0%
65 - 74	14.0%
75 - 84	6.0%
85 +	1.7%
18 +	78.8%

## 2010 Population by Sex

Males	415
Females	419

## 2017 Population by Sex

Males	534
Females	552

## 2022 Population by Sex

Males	609
Females	642

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

July 13, 2017



# Community Profile

Pierce town, CO (0859005)

Geography: Place

Pierce town, ...

## 2010 Population by Race/Ethnicity

Total	834
White Alone	88.2%
Black Alone	0.4%
American Indian Alone	1.9%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.8%
Two or More Races	1.7%
Hispanic Origin	22.4%
Diversity Index	49.2

## 2017 Population by Race/Ethnicity

Total	1,088
White Alone	89.4%
Black Alone	0.4%
American Indian Alone	1.6%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.8%
Two or More Races	1.8%
Hispanic Origin	22.5%
Diversity Index	47.9

## 2022 Population by Race/Ethnicity

Total	1,249
White Alone	88.4%
Black Alone	0.5%
American Indian Alone	1.7%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.2%
Two or More Races	2.0%
Hispanic Origin	24.9%
Diversity Index	51.1

## 2010 Population by Relationship and Household Type

Total	834
In Households	100.0%
In Family Households	89.9%
Householder	28.4%
Spouse	22.8%
Child	33.9%
Other relative	3.4%
Nonrelative	1.4%
In Nonfamily Households	10.1%
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 town, CO (0859005)

Geography: Place

Pierce town, ...

## 2017 Population 25+ by Educational Attainment

Total	772
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	38.2%
GED/Alternative Credential	4.4%
Some College, No Degree	16.3%
Associate Degree	7.6%
Bachelor's Degree	10.4%
Graduate/Professional Degree	7.5%

## 2017 Population 15+ by Marital Status

Total	896
Never Married	24.8%
Married	57.9%
Widowed	3.1%
Divorced	14.2%

## 2017 Civilian Population 16+ in Labor Force

Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%

## 2017 Employed Population 16+ by Industry

Total	580
Agriculture/Mining	7.8%
Construction	8.3%
Manufacturing	11.6%
Wholesale Trade	1.9%
Retail Trade	15.0%
Transportation/Utilities	4.7%
Information	0.0%
Finance/Insurance/Real Estate	2.6%
Services	43.7%
Public Administration	4.5%

## 2017 Employed Population 16+ by Occupation

Total	579
White Collar	51.5%
Management/Business/Financial	8.1%
Professional	17.8%
Sales	11.2%
Administrative Support	14.3%
Services	11.6%
Blue Collar	37.0%
Farming/Forestry/Fishing	6.6%
Construction/Extraction	8.3%
Installation/Maintenance/Repair	7.1%
Production	5.2%
Transportation/Material Moving	9.8%

## 2010 Population By Urban/ Rural Status

Total Population	834
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

July 13, 2017



# Community Profile

Pierce town, CO (0859005)

Geography: Place

Pierce town, ...

## 2010 Households by Type

Total	312
Households with 1 Person	21.5%
Households with 2+ People	78.5%
Family Households	76.0%
Husband-wife Families	60.9%
With Related Children	26.0%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	6.1%
With Related Children	4.5%
Other Family with Female Householder	9.0%
With Related Children	6.1%
Nonfamily Households	2.6%
All Households with Children	36.9%
Multigenerational Households	4.5%
Unmarried Partner Households	5.4%
Male-female	4.8%
Same-sex	0.6%

## 2010 Households by Size

Total	312
1 Person Household	21.5%
2 Person Household	37.8%
3 Person Household	14.7%
4 Person Household	11.2%
5 Person Household	9.6%
6 Person Household	3.2%
7 + Person Household	1.9%

## 2010 Households by Tenure and Mortgage Status

Total	312
Owner Occupied	78.8%
Owned with a Mortgage/Loan	62.2%
Owned Free and Clear	16.7%
Renter Occupied	21.2%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	337
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

**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 town, CO (0859005)  
Geography: Place

Pierce town, ...

## Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Green Acres (6A)
3. Top Tier (1A)

## 2017 Consumer Spending

Apparel & Services: Total \$	\$761,415
Average Spent	\$1,884.69
Spending Potential Index	87
Education: Total \$	\$496,910
Average Spent	\$1,229.98
Spending Potential Index	84
Entertainment/Recreation: Total \$	\$1,184,077
Average Spent	\$2,930.88
Spending Potential Index	94
Food at Home: Total \$	\$1,905,450
Average Spent	\$4,716.46
Spending Potential Index	94
Food Away from Home: Total \$	\$1,202,945
Average Spent	\$2,977.59
Spending Potential Index	89
Health Care: Total \$	\$2,269,955
Average Spent	\$5,618.70
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$734,020
Average Spent	\$1,816.88
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$293,563
Average Spent	\$726.64
Spending Potential Index	91
Shelter: Total \$	\$5,559,774
Average Spent	\$13,761.82
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$888,179
Average Spent	\$2,198.46
Spending Potential Index	94
Travel: Total \$	\$762,517
Average Spent	\$1,887.42
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$413,174
Average Spent	\$1,022.71
Spending Potential Index	95

**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.

July 13, 2017