



Community Profile

Pierce town, CO (0859005)
Place

Pierce town, ...

Population Summary

2000 Total Population	858
2010 Total Population	834
2016 Total Population	981
2016 Group Quarters	0
2021 Total Population	1,099
2016-2021 Annual Rate	2.30%
2016 Total Daytime Population	598
Workers	157
Residents	441

Household Summary

2000 Households	299
2000 Average Household Size	2.87
2010 Households	312
2010 Average Household Size	2.67
2016 Households	366
2016 Average Household Size	2.68
2021 Households	409
2021 Average Household Size	2.69
2016-2021 Annual Rate	2.25%
2010 Families	237
2010 Average Family Size	3.11
2016 Families	280
2016 Average Family Size	3.10
2021 Families	312
2021 Average Family Size	3.11
2016-2021 Annual Rate	2.19%

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%
2016 Housing Units	392
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	6.6%
2021 Housing Units	428
Owner Occupied Housing Units	72.2%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	4.4%

Median Household Income

2016	\$56,727
2021	\$62,835

Median Home Value

2016	\$168,103
2021	\$183,000

Per Capita Income

2016	\$25,399
2021	\$27,711

Median Age

2010	40.3
2016	43.2
2021	44.2

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	365
<\$15,000	6.6%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	22.5%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	20.5%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	1.9%
\$200,000+	1.1%

Average Household Income \$67,465

2021 Households by Income

Household Income Base	410
<\$15,000	7.3%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	21.0%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	24.6%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	2.7%
\$200,000+	1.5%

Average Household Income \$73,389

2016 Owner Occupied Housing Units by Value

Total	280
<\$50,000	14.6%
\$50,000 - \$99,999	11.4%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	41.4%
\$200,000 - \$249,999	4.3%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	3.2%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	4.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.4%

Average Home Value \$188,839

2021 Owner Occupied Housing Units by Value

Total	307
<\$50,000	13.7%
\$50,000 - \$99,999	13.4%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	24.4%
\$200,000 - \$249,999	2.9%
\$250,000 - \$299,999	5.5%
\$300,000 - \$399,999	10.7%
\$400,000 - \$499,999	11.4%
\$500,000 - \$749,999	10.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%

Average Home Value \$246,743

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.

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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%

2016 Population by Age

Total	979
0 - 4	5.4%
5 - 9	6.0%
10 - 14	6.8%
15 - 24	11.6%
25 - 34	11.1%
35 - 44	11.0%
45 - 54	13.4%
55 - 64	18.0%
65 - 74	10.3%
75 - 84	4.9%
85 +	1.3%
18 +	77.5%

2021 Population by Age

Total	1,098
0 - 4	5.1%
5 - 9	5.7%
10 - 14	6.7%
15 - 24	10.7%
25 - 34	10.5%
35 - 44	12.2%
45 - 54	11.7%
55 - 64	16.9%
65 - 74	13.2%
75 - 84	5.6%
85 +	1.5%
18 +	78.5%

2010 Population by Sex

Males	415
Females	419

2016 Population by Sex

Males	482
Females	497

2021 Population by Sex

Males	534
Females	564

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

May 11, 2017



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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

2016 Population by Race/Ethnicity

Total	981
White Alone	89.2%
Black Alone	0.3%
American Indian Alone	1.6%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.9%
Two or More Races	1.8%
Hispanic Origin	22.5%
Diversity Index	48.2

2021 Population by Race/Ethnicity

Total	1,099
White Alone	88.1%
Black Alone	0.5%
American Indian Alone	1.7%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.5%
Two or More Races	2.0%
Hispanic Origin	25.0%
Diversity Index	51.5

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment

Total	688
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	8.9%
High School Graduate	38.5%
GED/Alternative Credential	4.2%
Some College, No Degree	17.6%
Associate Degree	8.3%
Bachelor's Degree	11.3%
Graduate/Professional Degree	7.6%

2016 Population 15+ by Marital Status

Total	802
Never Married	22.6%
Married	60.1%
Widowed	3.1%
Divorced	14.2%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	96.6%
Civilian Unemployed	3.4%

2016 Employed Population 16+ by Industry

Total	540
Agriculture/Mining	9.1%
Construction	8.5%
Manufacturing	10.9%
Wholesale Trade	1.8%
Retail Trade	14.2%
Transportation/Utilities	4.3%
Information	0.0%
Finance/Insurance/Real Estate	2.6%
Services	43.6%
Public Administration	5.0%

2016 Employed Population 16+ by Occupation

Total	539
White Collar	50.8%
Management/Business/Financial	8.2%
Professional	17.6%
Sales	11.1%
Administrative Support	13.9%
Services	11.9%
Blue Collar	37.3%
Farming/Forestry/Fishing	7.4%
Construction/Extraction	8.2%
Installation/Maintenance/Repair	7.1%
Production	5.2%
Transportation/Material Moving	9.5%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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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%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

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

2016 Consumer Spending

Apparel & Services: Total \$	\$611,646
Average Spent	\$1,671.17
Spending Potential Index	83
Education: Total \$	\$418,571
Average Spent	\$1,143.64
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$949,740
Average Spent	\$2,594.92
Spending Potential Index	89
Food at Home: Total \$	\$1,623,050
Average Spent	\$4,434.56
Spending Potential Index	89
Food Away from Home: Total \$	\$962,840
Average Spent	\$2,630.71
Spending Potential Index	85
Health Care: Total \$	\$1,882,721
Average Spent	\$5,144.05
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$568,847
Average Spent	\$1,554.23
Spending Potential Index	88
Personal Care Products & Services: Total \$	\$231,381
Average Spent	\$632.19
Spending Potential Index	86
Shelter: Total \$	\$4,557,702
Average Spent	\$12,452.74
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$802,706
Average Spent	\$2,193.19
Spending Potential Index	95
Travel: Total \$	\$600,591
Average Spent	\$1,640.96
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total \$	\$346,254
Average Spent	\$946.05
Spending Potential Index	91

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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