



Market Profile

Pierce town, CO (0859005)

Geography: Place

Pierce town, ...

Population Summary

2000 Total Population	858
2010 Total Population	834
2018 Total Population	1,085
2018 Group Quarters	0
2023 Total Population	1,234
2018-2023 Annual Rate	2.61%
2018 Total Daytime Population	665
Workers	179
Residents	486

Household Summary

2000 Households	299
2000 Average Household Size	2.87
2010 Households	312
2010 Average Household Size	2.67
2018 Households	404
2018 Average Household Size	2.69
2023 Households	459
2023 Average Household Size	2.69
2018-2023 Annual Rate	2.59%
2010 Families	237
2010 Average Family Size	3.11
2018 Families	307
2018 Average Family Size	3.13
2023 Families	346
2023 Average Family Size	3.14
2018-2023 Annual Rate	2.42%

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%
2018 Housing Units	434
Owner Occupied Housing Units	77.6%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	6.9%
2023 Housing Units	490
Owner Occupied Housing Units	79.4%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	6.3%

Median Household Income

2018	\$59,754
2023	\$69,323

Median Home Value

2018	\$201,429
2023	\$264,844

Per Capita Income

2018	\$27,913
2023	\$32,386

Median Age

2010	40.3
2018	43.8
2023	44.7

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	405
<\$15,000	6.4%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	20.0%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	21.2%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	2.5%
\$200,000+	3.2%
Average Household Income	\$74,134

2023 Households by Income

Household Income Base	459
<\$15,000	4.8%
\$15,000 - \$24,999	2.2%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	24.2%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	3.3%
\$200,000+	4.4%
Average Household Income	\$86,317

2018 Owner Occupied Housing Units by Value

Total	336
<\$50,000	6.0%
\$50,000 - \$99,999	6.8%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	16.7%
\$200,000 - \$249,999	20.8%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	5.1%
\$500,000 - \$749,999	10.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$240,774

2023 Owner Occupied Housing Units by Value

Total	388
<\$50,000	1.5%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	8.0%
\$200,000 - \$249,999	30.2%
\$250,000 - \$299,999	16.5%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	8.0%
\$500,000 - \$749,999	25.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$347,874

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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	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%
2018 Population by Age	
Total	1,083
0 - 4	5.4%
5 - 9	5.7%
10 - 14	6.4%
15 - 24	11.2%
25 - 34	11.5%
35 - 44	11.2%
45 - 54	12.3%
55 - 64	18.1%
65 - 74	11.6%
75 - 84	5.2%
85 +	1.5%
18 +	78.8%
2023 Population by Age	
Total	1,232
0 - 4	5.1%
5 - 9	5.7%
10 - 14	6.3%
15 - 24	10.1%
25 - 34	10.5%
35 - 44	12.6%
45 - 54	11.7%
55 - 64	15.3%
65 - 74	14.5%
75 - 84	6.3%
85 +	1.8%
18 +	79.1%
2010 Population by Sex	
Males	415
Females	419
2018 Population by Sex	
Males	531
Females	552
2023 Population by Sex	
Males	600
Females	632

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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Market Profile

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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

2018 Population by Race/Ethnicity

Total	1,086
White Alone	89.0%
Black Alone	0.4%
American Indian Alone	1.7%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.9%
Two or More Races	1.9%
Hispanic Origin	22.9%
Diversity Index	48.6

2023 Population by Race/Ethnicity

Total	1,236
White Alone	87.9%
Black Alone	0.5%
American Indian Alone	1.8%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.4%
Two or More Races	2.1%
Hispanic Origin	25.5%
Diversity Index	52.0

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

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2018 Population 25+ by Educational Attainment

Total	775
Less than 9th Grade	6.6%
9th - 12th Grade, No Diploma	10.6%
High School Graduate	38.1%
GED/Alternative Credential	4.9%
Some College, No Degree	17.3%
Associate Degree	9.4%
Bachelor's Degree	8.8%
Graduate/Professional Degree	4.4%

2018 Population 15+ by Marital Status

Total	894
Never Married	23.3%
Married	62.4%
Widowed	3.4%
Divorced	11.0%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.6%
Civilian Unemployed (Unemployment Rate)	3.4%

2018 Employed Population 16+ by Industry

Total	598
Agriculture/Mining	6.9%
Construction	8.4%
Manufacturing	11.2%
Wholesale Trade	1.8%
Retail Trade	15.1%
Transportation/Utilities	4.9%
Information	0.0%
Finance/Insurance/Real Estate	2.5%
Services	44.2%
Public Administration	5.0%

2018 Employed Population 16+ by Occupation

Total	598
White Collar	51.2%
Management/Business/Financial	7.7%
Professional	17.9%
Sales	11.0%
Administrative Support	14.5%
Services	12.4%
Blue Collar	36.5%
Farming/Forestry/Fishing	5.9%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	7.7%
Production	5.0%
Transportation/Material Moving	9.9%

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%



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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%
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 2018 and 2023 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)

2018 Consumer Spending

Apparel & Services: Total \$	\$744,694
Average Spent	\$1,843.30
Spending Potential Index	85
Education: Total \$	\$501,928
Average Spent	\$1,242.40
Spending Potential Index	86
Entertainment/Recreation: Total \$	\$1,189,055
Average Spent	\$2,943.21
Spending Potential Index	91
Food at Home: Total \$	\$1,836,844
Average Spent	\$4,546.64
Spending Potential Index	91
Food Away from Home: Total \$	\$1,229,330
Average Spent	\$3,042.90
Spending Potential Index	87
Health Care: Total \$	\$2,247,828
Average Spent	\$5,563.93
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$755,435
Average Spent	\$1,869.89
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$293,303
Average Spent	\$726.00
Spending Potential Index	88
Shelter: Total \$	\$5,618,563
Average Spent	\$13,907.33
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$892,672
Average Spent	\$2,209.58
Spending Potential Index	89
Travel: Total \$	\$750,023
Average Spent	\$1,856.49
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$394,490
Average Spent	\$976.46
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 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.

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