



# Market Profile

Pierce County, NE (31139)

Geography: County

Pierce County, N...

Population Summary	
2000 Total Population	7,857
2010 Total Population	7,266
2013 Total Population	7,249
2013 Group Quarters	116
2018 Total Population	7,177
2013-2018 Annual Rate	-0.20%
Household Summary	
2000 Households	2,979
2000 Average Household Size	2.59
2010 Households	2,911
2010 Average Household Size	2.46
2013 Households	2,918
2013 Average Household Size	2.44
2018 Households	2,914
2018 Average Household Size	2.42
2013-2018 Annual Rate	-0.03%
2010 Families	2,067
2010 Average Family Size	2.95
2013 Families	2,067
2013 Average Family Size	2.94
2018 Families	2,053
2018 Average Family Size	2.92
2013-2018 Annual Rate	-0.14%
Housing Unit Summary	
2000 Housing Units	3,247
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	8.3%
2010 Housing Units	3,222
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	9.7%
2013 Housing Units	3,229
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	20.0%
Vacant Housing Units	9.6%
2018 Housing Units	3,225
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	9.6%
Median Household Income	
2013	\$47,530
2018	\$54,386
Median Home Value	
2013	\$93,428
2018	\$129,828
Per Capita Income	
2013	\$22,162
2018	\$25,408
Median Age	
2010	42.2
2013	42.8
2018	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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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### 2013 Households by Income

Household Income Base	2,918
<\$15,000	8.8%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	0.6%
\$200,000+	0.5%

Average Household Income \$54,659

### 2018 Households by Income

Household Income Base	2,914
<\$15,000	8.3%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	19.3%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	0.9%
\$200,000+	0.7%

Average Household Income \$62,219

### 2013 Owner Occupied Housing Units by Value

Total	2,272
<\$50,000	15.1%
\$50,000 - \$99,999	40.2%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	8.5%
\$200,000 - \$249,999	3.9%
\$250,000 - \$299,999	2.5%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	5.1%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.0%

Average Home Value \$152,861

### 2018 Owner Occupied Housing Units by Value

Total	2,267
<\$50,000	9.6%
\$50,000 - \$99,999	28.9%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	15.3%
\$200,000 - \$249,999	7.0%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	4.8%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.0%

Average Home Value \$183,271

**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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# Market Profile

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2010 Population by Age	
Total	7,266
0 - 4	6.2%
5 - 9	7.0%
10 - 14	7.6%
15 - 24	10.8%
25 - 34	10.3%
35 - 44	11.4%
45 - 54	16.6%
55 - 64	12.1%
65 - 74	8.8%
75 - 84	6.0%
85 +	3.1%
18 +	74.1%
2013 Population by Age	
Total	7,249
0 - 4	5.9%
5 - 9	6.6%
10 - 14	7.2%
15 - 24	11.9%
25 - 34	10.0%
35 - 44	11.0%
45 - 54	15.3%
55 - 64	13.9%
65 - 74	9.3%
75 - 84	5.8%
85 +	3.2%
18 +	75.7%
2018 Population by Age	
Total	7,177
0 - 4	5.9%
5 - 9	5.9%
10 - 14	6.5%
15 - 24	11.6%
25 - 34	10.1%
35 - 44	10.7%
45 - 54	13.2%
55 - 64	15.6%
65 - 74	10.8%
75 - 84	6.3%
85 +	3.2%
18 +	77.3%
2010 Population by Sex	
Males	3,669
Females	3,597
2013 Population by Sex	
Males	3,668
Females	3,581
2018 Population by Sex	
Males	3,653
Females	3,524

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



# Market Profile

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## 2010 Population by Race/Ethnicity

Total	7,266
White Alone	98.4%
Black Alone	0.2%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.5%
Hispanic Origin	1.3%
Diversity Index	5.7

## 2013 Population by Race/Ethnicity

Total	7,249
White Alone	97.7%
Black Alone	0.6%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.6%
Hispanic Origin	1.4%
Diversity Index	7.2

## 2018 Population by Race/Ethnicity

Total	7,177
White Alone	97.6%
Black Alone	0.6%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.6%
Hispanic Origin	1.4%
Diversity Index	7.3

## 2010 Population by Relationship and Household Type

Total	7,266
In Households	98.4%
In Family Households	85.2%
Householder	28.4%
Spouse	24.7%
Child	29.9%
Other relative	0.9%
Nonrelative	1.3%
In Nonfamily Households	13.2%
In Group Quarters	1.6%
Institutionalized Population	1.6%
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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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## 2013 Population 25+ by Educational Attainment

Total	4,960
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	3.9%
High School Graduate	41.4%
Some College, No Degree	22.7%
Associate Degree	12.1%
Bachelor's Degree	11.4%
Graduate/Professional Degree	3.3%

## 2013 Population 15+ by Marital Status

Total	5,820
Never Married	18.8%
Married	66.1%
Widowed	7.9%
Divorced	7.2%

## 2013 Civilian Population 16+ in Labor Force

Civilian Employed	96.4%
Civilian Unemployed	3.6%

## 2013 Employed Population 16+ by Industry

Total	4,074
Agriculture/Mining	11.2%
Construction	8.5%
Manufacturing	14.9%
Wholesale Trade	4.7%
Retail Trade	6.8%
Transportation/Utilities	4.8%
Information	1.4%
Finance/Insurance/Real Estate	4.2%
Services	41.0%
Public Administration	2.5%

## 2013 Employed Population 16+ by Occupation

Total	4,074
White Collar	47.3%
Management/Business/Financial	14.4%
Professional	15.5%
Sales	5.7%
Administrative Support	11.7%
Services	17.9%
Blue Collar	34.9%
Farming/Forestry/Fishing	3.7%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	4.0%
Production	10.7%
Transportation/Material Moving	10.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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### 2010 Households by Type

Total	2,911
Households with 1 Person	25.9%
Households with 2+ People	74.1%
Family Households	71.0%
Husband-wife Families	61.7%
With Related Children	25.2%
Other Family (No Spouse Present)	9.3%
Other Family with Male Householder	3.8%
With Related Children	2.5%
Other Family with Female Householder	5.5%
With Related Children	4.0%
Nonfamily Households	3.1%

### All Households with Children

32.1%

### Multigenerational Households

1.1%

### Unmarried Partner Households

3.7%

#### Male-female

3.6%

#### Same-sex

0.1%

### 2010 Households by Size

Total	2,911
1 Person Household	25.9%
2 Person Household	39.0%
3 Person Household	13.3%
4 Person Household	12.0%
5 Person Household	6.2%
6 Person Household	2.6%
7 + Person Household	0.9%

### 2010 Households by Tenure and Mortgage Status

Total	2,911
Owner Occupied	78.9%
Owned with a Mortgage/Loan	43.8%
Owned Free and Clear	35.2%
Renter Occupied	21.1%

**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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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## Top 3 Tapestry Segments

1. Prairie Living
2. Heartland Communities
- 3.

## 2013 Consumer Spending

Apparel & Services: Total \$	\$2,890,348
Average Spent	\$990.52
Spending Potential Index	44
Computers & Accessories: Total \$	\$504,829
Average Spent	\$173.01
Spending Potential Index	70
Education: Total \$	\$2,428,996
Average Spent	\$832.42
Spending Potential Index	57
Entertainment/Recreation: Total \$	\$7,909,396
Average Spent	\$2,710.55
Spending Potential Index	83
Food at Home: Total \$	\$12,824,749
Average Spent	\$4,395.05
Spending Potential Index	87
Food Away from Home: Total \$	\$6,805,775
Average Spent	\$2,332.34
Spending Potential Index	73
Health Care: Total \$	\$12,332,566
Average Spent	\$4,226.38
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$3,667,769
Average Spent	\$1,256.95
Spending Potential Index	70
Investments: Total \$	\$2,030,153
Average Spent	\$695.73
Spending Potential Index	34
Retail Goods: Total \$	\$60,216,858
Average Spent	\$20,636.35
Spending Potential Index	86
Shelter: Total \$	\$30,157,302
Average Spent	\$10,334.92
Spending Potential Index	64
TV/Video/Audio: Total \$	\$3,104,373
Average Spent	\$1,063.87
Spending Potential Index	83
Travel: Total \$	\$3,701,070
Average Spent	\$1,268.36
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$2,546,216
Average Spent	\$872.59
Spending Potential Index	80

**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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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