

Location, location, location

The rural community of Pierson was first founded in the 1800's and known then as Piersonville. The town is best known for the ferns grown and exported worldwide for use in floral arrangements and other decorations. Agriculture is the main-stay of employment.

Many of the residents trace their lineage directly to the town's founders. Pierson is located on U.S. 17 in northwest Volusia County and is the northern most incorporated town in the County.

Pierson, Florida



Town of Pierson
Pierson Town Hall
106 S Center Street
Pierson, FL 32180
386.749.2661

floridabusiness.org/pierson.htm

The Town of Pierson

8.57 square miles

Significant statistics

	2000 census	2008 update	2013 forecast
City population	2,596	2,936	3,126
Households	484	561	608
Families	378	395	419
Average household size	3.35	4.10	4.10
Owner-occupied households	339	432	459
Renter-occupied households	145	130	149
Median age	28.6	33.9	35.6
Marketplace population*	221,894	283,700	326,073

Projected 2008-2013 growth rate	area	national
Population	1.26%	1.23%
Households	1.62%	1.26%
Families	1.19%	1.05%
Owner households	1.22%	1.07%
Median households income	2.6%	3.19%

Median household income: \$37,472 (2008 estimate)

Average home value: \$199,008 (2008 estimate)

Florida price level index: 94.74 (2007)

Hospital: Florida Hospital-DeLand

Elementary/secondary schools:

Public: 2

Private: 0

Colleges/universities:

Advanced Technology Center

Bethune-Cookman College

Daytona State College

Embry-Riddle Aeronautical University

Keiser College

Palmer College of Chiropractic Florida

Stetson University

University of Central Florida

**Marketplace population based upon a 25-mile radius review of consumer population, ESRI Business Information Systems, 2008*

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2008 and 2013.

