



The**Retail**Coach.®

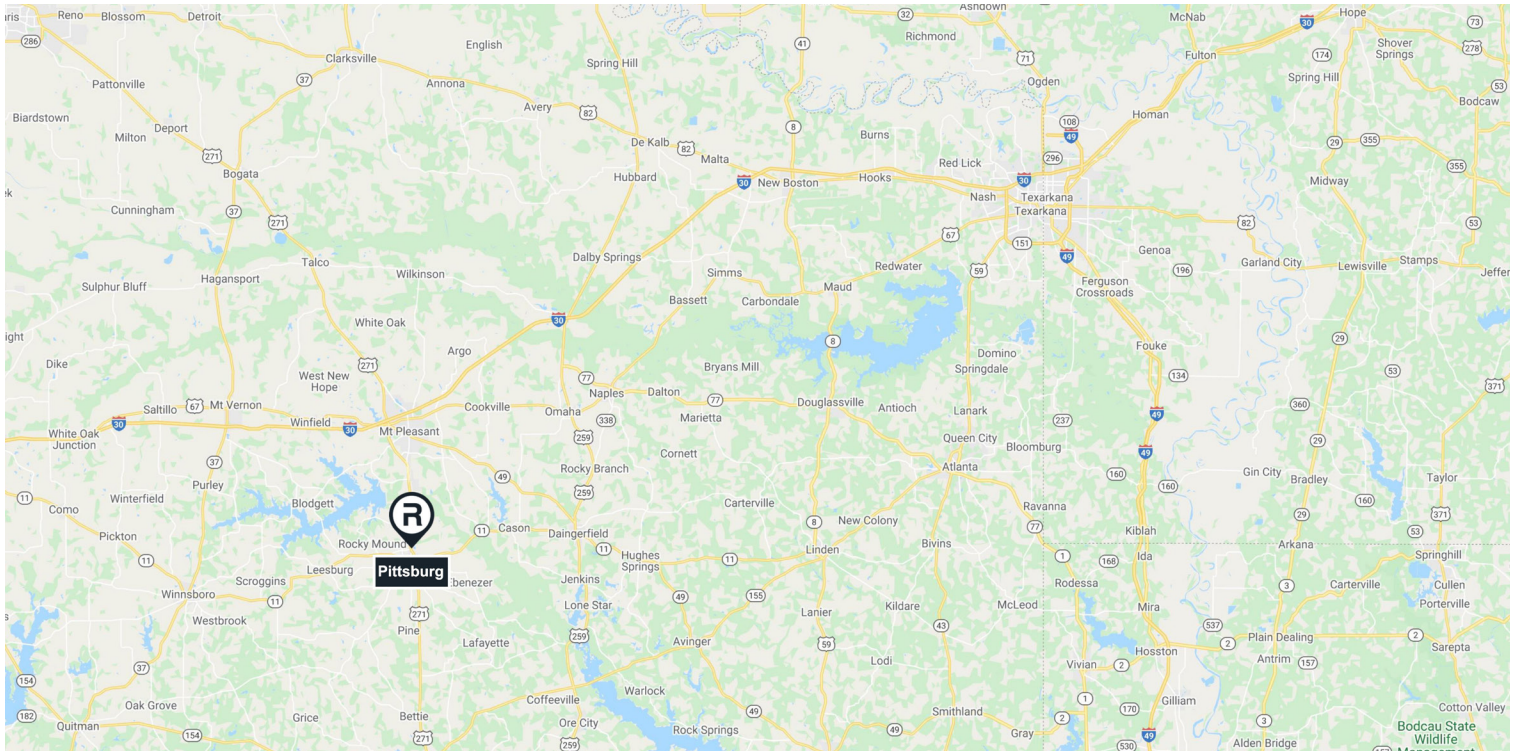
# Community Demographic Profile

PITTSBURG, TEXAS

Prepared for City of Pittsburg  
March 2022

# Community • Demographic Snapshot

Pittsburg, Texas



## Population

2010	4,497
2022	4,483
2027	4,558

## Educational Attainment (%)

Graduate or Professional Degree	5.71%
Bachelors Degree	14.39%
Associate Degree	6.40%
Some College	21.48%
High School Graduate (GED)	34.89%
Some High School, No Degree	6.83%
Less than 9th Grade	10.30%

## Income

Average HH	\$62,652
Median HH	\$50,987
Per Capita	\$22,543

## Age

0 - 9 Years	15.84%
10 - 17 Years	12.65%
18 - 24 Years	9.81%
25 - 34 Years	13.32%
35 - 44 Years	12.05%
45 - 54 Years	11.20%
55 - 64 Years	10.40%
65 and Older	14.75%
Median Age	33.73
Average Age	36.40

## Race Distribution (%)

White	48.12%
Black/African American	22.24%
American Indian/Alaskan	1.03%
Asian	0.38%
Native Hawaiian/Islander	0.29%
Other Race	23.20%
Two or More Races	4.75%
Hispanic	41.33%



**Niecy Baum**  
City of Pittsburg  
Community Development Coordinator

200 Rusk St  
Pittsburg, Texas 75686

Phone 903.856.3621  
nbaum@pittsburgtx.net  
www.pittsburgtexas.com

**Aaron Farmer**  
The Retail Coach, LLC  
President

Office 662.844.2155  
Cell 662.231.0608  
AFarmer@theretailcoach.net  
www.TheRetailCoach.net



# Community • Demographic Profile

Pittsburg, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	4,558	
2022 Estimate	4,483	
2010 Census	4,497	
2000 Census	4,389	
Growth 2022 - 2027		1.67%
Growth 2010 - 2022		0.-30%
Growth 2000 - 2010		2.46%
<b>2022 Est. Population by Single-Classification Race</b>	<b>4,483</b>	
White Alone	2,157	48.12%
Black or African American Alone	997	22.24%
Amer. Indian and Alaska Native Alone	46	1.03%
Asian Alone	17	0.38%
Native Hawaiian and Other Pacific Island Alone	13	0.29%
Some Other Race Alone	1,040	23.20%
Two or More Races	213	4.75%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>4,483</b>	
Not Hispanic or Latino	2,630	58.67%
Hispanic or Latino	1,853	41.33%
Mexican	1,753	94.60%
Puerto Rican	3	0.16%
Cuban	2	0.11%
All Other Hispanic or Latino	95	5.13%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,853</b>	
White Alone	660	35.62%
Black or African American Alone	29	1.56%
American Indian and Alaska Native Alone	36	1.94%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,037	55.96%
Two or More Races	91	4.91%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>17</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	17	100.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>4,483</b>	
Arab	307	6.85%
Czech	0	0.00%
Danish	9	0.20%
Dutch	0	0.00%
English	178	3.97%
French (except Basque)	23	0.51%
French Canadian	0	0.00%
German	140	3.12%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	153	3.41%
Italian	0	0.00%
Lithuanian	0	0.00%
United States or American	335	7.47%
Norwegian	0	0.00%
Polish	3	0.07%
Portuguese	1	0.02%
Russian	0	0.00%
Scottish	65	1.45%
Scotch-Irish	26	0.58%
Slovak	0	0.00%
Subsaharan African	4	0.09%
Swedish	8	0.18%
Swiss	1	0.02%
Ukrainian	0	0.00%
Welsh	57	1.27%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,098	46.80%
Ancestry Unclassified	1,075	23.98%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	2,977	72.12%
Speak Asian/Pacific Island Language at Home	9	0.22%
Speak IndoEuropean Language at Home	14	0.34%
Speak Spanish at Home	1,128	27.33%
Speak Other Language at Home	0	0.00%
<b>2022 Est. Population by Age</b>	<b>4,483</b>	
Age 0 - 4	355	7.92%
Age 5 - 9	355	7.92%
Age 10 - 14	355	7.92%
Age 15 - 17	212	4.73%
Age 18 - 20	187	4.17%
Age 21 - 24	253	5.64%
Age 25 - 34	597	13.32%
Age 35 - 44	540	12.05%
Age 45 - 54	502	11.20%
Age 55 - 64	466	10.40%
Age 65 - 74	385	8.59%
Age 75 - 84	197	4.39%
Age 85 and over	79	1.76%
Age 16 and over	3,348	74.68%
Age 18 and over	3,206	71.51%
Age 21 and over	3,019	67.34%
Age 65 and over	661	14.75%
2022 Est. Median Age		33.73
2022 Est. Average Age		36.40
<b>2022 Est. Population by Sex</b>	<b>4,483</b>	
Male	2,135	47.62%
Female	2,348	52.38%



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>2,135</b>	
Age 0 - 4	180	8.43%
Age 5 - 9	176	8.24%
Age 10 - 14	178	8.34%
Age 15 - 17	110	5.15%
Age 18 - 20	96	4.50%
Age 21 - 24	126	5.90%
Age 25 - 34	294	13.77%
Age 35 - 44	250	11.71%
Age 45 - 54	221	10.35%
Age 55 - 64	212	9.93%
Age 65 - 74	181	8.48%
Age 75 - 84	87	4.08%
Age 85 and over	24	1.12%
2022 Est. Median Age, Male		31.71
2022 Est. Average Age, Male		35.00
<b>2022 Est. Female Population by Age</b>	<b>2,348</b>	
Age 0 - 4	175	7.45%
Age 5 - 9	179	7.62%
Age 10 - 14	177	7.54%
Age 15 - 17	102	4.34%
Age 18 - 20	91	3.88%
Age 21 - 24	127	5.41%
Age 25 - 34	303	12.91%
Age 35 - 44	290	12.35%
Age 45 - 54	281	11.97%
Age 55 - 64	254	10.82%
Age 65 - 74	204	8.69%
Age 75 - 84	110	4.68%
Age 85 and over	55	2.34%
2022 Est. Median Age, Female		35.68
2022 Est. Average Age, Female		37.60

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	958	28.03%
Males, Never Married	411	12.03%
Females, Never Married	547	16.00%
Married, Spouse present	1,577	46.14%
Married, Spouse absent	244	7.14%
Widowed	292	8.54%
Males Widowed	72	2.11%
Females Widowed	220	6.44%
Divorced	347	10.15%
Males Divorced	172	5.03%
Females Divorced	175	5.12%

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	285	10.30%
Some High School, no diploma	189	6.83%
High School Graduate (or GED)	965	34.89%
Some College, no degree	594	21.48%
Associate Degree	177	6.40%
Bachelor's Degree	398	14.39%
Master's Degree	118	4.27%
Professional School Degree	18	0.65%
Doctorate Degree	22	0.80%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	496	55.30%
High School Graduate	237	26.42%
Some College or Associate's Degree	94	10.48%
Bachelor's Degree or Higher	70	7.80%
<b>Households</b>		
2027 Projection	1,617	
2022 Estimate	1,594	
2010 Census	1,614	
2000 Census	1,612	
Growth 2022 - 2027		1.44%
Growth 2010 - 2022		-1.-23%
Growth 2000 - 2010		0.12%
<b>2022 Est. Households by Household Type</b>	<b>1,594</b>	
Family Households	1,081	67.82%
Nonfamily Households	513	32.18%
2022 Est. Group Quarters Population	53	
2022 Households by Ethnicity, Hispanic/Latino	444	
<b>2022 Est. Households by Household Income</b>	<b>1,594</b>	
Income < \$15,000	245	15.37%
Income \$15,000 - \$24,999	158	9.91%
Income \$25,000 - \$34,999	144	9.03%
Income \$35,000 - \$49,999	236	14.81%
Income \$50,000 - \$74,999	303	19.01%
Income \$75,000 - \$99,999	208	13.05%
Income \$100,000 - \$124,999	153	9.60%
Income \$125,000 - \$149,999	79	4.96%
Income \$150,000 - \$199,999	41	2.57%
Income \$200,000 - \$249,999	13	0.82%
Income \$250,000 - \$499,999	11	0.69%
Income \$500,000+	3	0.19%
2022 Est. Average Household Income		\$62,652
2022 Est. Median Household Income		\$50,987



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$58,064
Black or African American Alone		\$36,424
American Indian and Alaska Native Alone		\$70,007
Asian Alone		\$94,531
Native Hawaiian and Other Pacific Islander Alone		\$40,034
Some Other Race Alone		\$49,374
Two or More Races		\$60,678
Hispanic or Latino		\$58,442
Not Hispanic or Latino		\$47,834
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>1,081</b>	
Married-Couple Family, own children	332	30.71%
Married-Couple Family, no own children	343	31.73%
Male Householder, own children	33	3.05%
Male Householder, no own children	42	3.88%
Female Householder, own children	201	18.59%
Female Householder, no own children	130	12.03%
<b>2022 Est. Households by Household Size</b>	<b>1,594</b>	
1-person	436	27.35%
2-person	438	27.48%
3-person	238	14.93%
4-person	228	14.30%
5-person	143	8.97%
6-person	62	3.89%
7-or-more-person	49	3.07%
2022 Est. Average Household Size		2.78
<b>2022 Est. Households by Presence of People Under 18</b>	<b>1,594</b>	
Households with 1 or More People under Age 18:	653	40.97%
Married-Couple Family	360	55.13%
Other Family, Male Householder	38	5.82%
Other Family, Female Householder	245	37.52%
Nonfamily, Male Householder	9	1.38%
Nonfamily, Female Householder	1	0.15%
<b>Households with No People under Age 18:</b>	<b>941</b>	
Married-Couple Family	318	33.79%
Other Family, Male Householder	36	3.83%
Other Family, Female Householder	85	9.03%
Nonfamily, Male Householder	197	20.93%
Nonfamily, Female Householder	305	32.41%
<b>2022 Est. Households by Number of Vehicles</b>	<b>1,594</b>	
No Vehicles	201	12.61%
1 Vehicle	530	33.25%
2 Vehicles	580	36.39%
3 Vehicles	154	9.66%
4 Vehicles	115	7.21%
5 or more Vehicles	14	0.88%
2022 Est. Average Number of Vehicles		1.7
<b>Family Households</b>		
2027 Projection	1,096	
2022 Estimate	1,081	
2010 Census	1,096	
2000 Census	1,081	
Growth 2022 - 2027		1.39%
Growth 2010 - 2022		-1.-36%
Growth 2000 - 2010		1.39%

DESCRIPTION	DATA	%
<b>2022 Est. Families by Poverty Status</b>	<b>1,081</b>	
2022 Families at or Above Poverty	932	86.22%
2022 Families at or Above Poverty with Children	414	38.30%
2022 Families Below Poverty	149	13.78%
2022 Families Below Poverty with Children	118	10.92%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	1,876	56.03%
Civilian Labor Force, Unemployed	139	4.15%
Armed Forces	0	0.00%
Not in Labor Force	1,333	39.82%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>1,903</b>	
For-Profit Private Workers	1,341	70.47%
Non-Profit Private Workers	83	4.36%
Local Government Workers	9	0.47%
State Government Workers	135	7.09%
Federal Government Workers	133	6.99%
Self-Employed Workers	185	9.72%
Unpaid Family Workers	17	0.89%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>1,903</b>	
Architect/Engineer	3	0.16%
Arts/Entertainment/Sports	27	1.42%
Building Grounds Maintenance	65	3.42%
Business/Financial Operations	30	1.58%
Community/Social Services	48	2.52%
Computer/Mathematical	4	0.21%
Construction/Extraction	183	9.62%
Education/Training/Library	120	6.31%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	87	4.57%
Health Practitioner/Technician	50	2.63%
Healthcare Support	41	2.15%
Maintenance Repair	44	2.31%
Legal	0	0.00%
Life/Physical/Social Science	5	0.26%
Management	129	6.78%
Office/Admin. Support	175	9.20%
Production	333	17.50%
Protective Services	63	3.31%
Sales/Related	239	12.56%
Personal Care/Service	18	0.95%
Transportation/Moving	239	12.56%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>1,903</b>	
White Collar	830	43.62%
Blue Collar	799	41.99%
Service and Farm	274	14.40%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>1,901</b>	
Drove Alone	1,542	81.11%
Car Pooled	227	11.94%
Public Transportation	4	0.21%
Walked	15	0.79%
Bicycle	0	0.00%
Other Means	44	2.31%
Worked at Home	69	3.63%

# Community • Demographic Profile

Pittsburg, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	522	
15 - 29 Minutes	901	
30 - 44 Minutes	194	
45 - 59 Minutes	50	
60 or more Minutes	194	
2022 Est. Avg Travel Time to Work in Minutes		26
<b>2022 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	887	55.65%
Renter Occupied	707	44.35%
2022 Owner Occ. HUs: Avg. Length of Residence		18.30 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.50 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>		
	<b>1,594</b>	
Value Less than \$20,000	44	4.96%
Value \$20,000 - \$39,999	43	4.85%
Value \$40,000 - \$59,999	68	7.67%
Value \$60,000 - \$79,999	73	8.23%
Value \$80,000 - \$99,999	112	12.63%
Value \$100,000 - \$149,999	206	23.22%
Value \$150,000 - \$199,999	144	16.23%
Value \$200,000 - \$299,999	102	11.50%
Value \$300,000 - \$399,999	46	5.19%
Value \$400,000 - \$499,999	22	2.48%
Value \$500,000 - \$749,999	19	2.14%
Value \$750,000 - \$999,999	4	0.45%
Value \$1,000,000 or \$1,499,999	4	0.45%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		\$122,610
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	1,388	76.31%
1 Unit Attached	27	1.48%
2 Units	114	6.27%
3 or 4 Units	64	3.52%
5 to 19 Units	28	1.54%
20 to 49 Units	39	2.14%
50 or More Units	23	1.26%
Mobile Home or Trailer	136	7.48%
Boat, RV, Van, etc.	0	0.00%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	73	4.01%
Housing Units Built 2010 to 2014	50	2.75%
Housing Units Built 2000 to 2009	187	10.28%
Housing Units Built 1990 to 1999	298	16.38%
Housing Units Built 1980 to 1989	332	18.25%
Housing Units Built 1970 to 1979	351	19.30%
Housing Units Built 1960 to 1969	234	12.86%
Housing Units Built 1950 to 1959	122	6.71%
Housing Units Built 1940 to 1949	88	4.84%
Housing Unit Built 1939 or Earlier	84	4.62%
2022 Est. Median Year Structure Built		1981

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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