



The**Retail**Coach.®

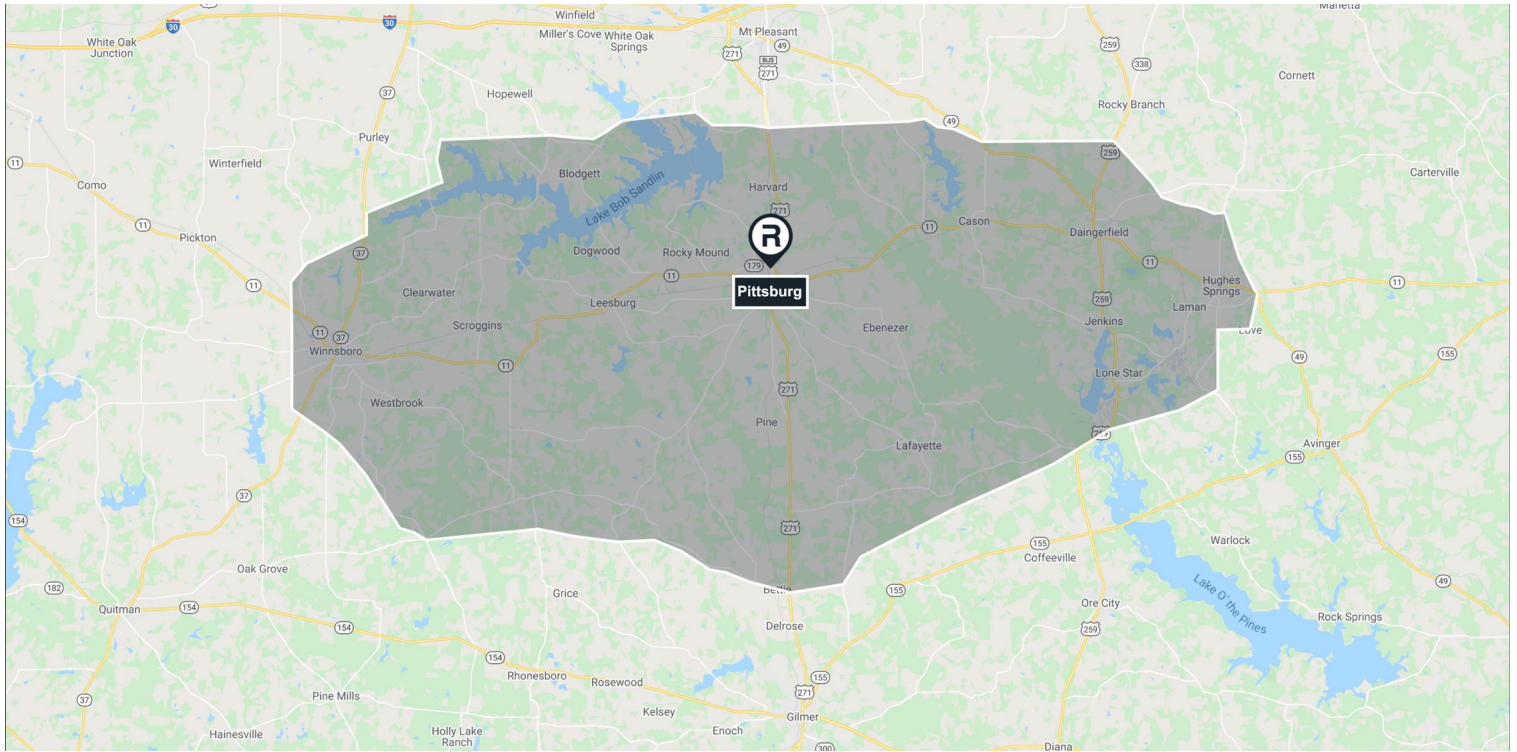
Retail Trade Area Demographic Profile

PITTSBURG, TEXAS

Prepared for City of Pittsburg
March 2022

Retail Trade Area • Demographic Snapshot

Pittsburg, Texas



Population

2010	37,151
2022	38,005
2027	38,874

Educational Attainment (%)

Graduate or Professional Degree	5.86%
Bachelors Degree	12.11%
Associate Degree	7.16%
Some College	27.44%
High School Graduate (GED)	34.60%
Some High School, No Degree	6.54%
Less than 9th Grade	6.30%

Income

Average HH	\$69,270
Median HH	\$51,388
Per Capita	\$27,372

Age

0 - 9 Years	12.57%
10 - 17 Years	10.94%
18 - 24 Years	8.81%
25 - 34 Years	11.19%
35 - 44 Years	10.45%
45 - 54 Years	10.91%
55 - 64 Years	12.98%
65 and Older	22.15%
Median Age	41.21
Average Age	41.45

Race Distribution (%)

White	73.01%
Black/African American	13.44%
American Indian/Alaskan	0.75%
Asian	0.71%
Native Hawaiian/Islander	0.09%
Other Race	8.89%
Two or More Races	3.12%
Hispanic	18.58%



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Retail Trade Area • Demographic Profile

Pittsburg, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	38,874	
2022 Estimate	38,005	
2010 Census	37,151	
2000 Census	35,455	
Growth 2022 - 2027		2.29%
Growth 2010 - 2022		2.30%
Growth 2000 - 2010		4.78%
2022 Est. Population by Single-Classification Race	38,005	
White Alone	27,748	73.01%
Black or African American Alone	5,107	13.44%
Amer. Indian and Alaska Native Alone	284	0.75%
Asian Alone	270	0.71%
Native Hawaiian and Other Pacific Island Alone	33	0.09%
Some Other Race Alone	3,377	8.89%
Two or More Races	1,185	3.12%
2022 Est. Population by Hispanic or Latino Origin	38,005	
Not Hispanic or Latino	30,944	81.42%
Hispanic or Latino	7,061	18.58%
Mexican	6,433	91.11%
Puerto Rican	51	0.72%
Cuban	12	0.17%
All Other Hispanic or Latino	565	8.00%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	7,061	
White Alone	3,142	44.50%
Black or African American Alone	66	0.94%
American Indian and Alaska Native Alone	109	1.54%
Asian Alone	2	0.03%
Native Hawaiian and Other Pacific Islander Alone	6	0.09%
Some Other Race Alone	3,367	47.69%
Two or More Races	369	5.23%
2022 Est. Pop by Race, Asian Alone, by Category	270	
Chinese, except Taiwanese	6	2.22%
Filipino	43	15.93%
Japanese	2	0.74%
Asian Indian	24	8.89%
Korean	56	20.74%
Vietnamese	137	50.74%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	3	1.11%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	38,005	
Arab	1,394	3.67%
Czech	66	0.17%
Danish	16	0.04%
Dutch	267	0.70%
English	1,832	4.82%
French (except Basque)	445	1.17%
French Canadian	49	0.13%
German	2,212	5.82%
Greek	7	0.02%
Hungarian	17	0.04%
Irish	2,554	6.72%
Italian	314	0.83%
Lithuanian	5	0.01%
United States or American	6,239	16.42%
Norwegian	250	0.66%
Polish	145	0.38%
Portuguese	28	0.07%
Russian	90	0.24%
Scottish	639	1.68%
Scotch-Irish	437	1.15%
Slovak	0	0.00%
Subsaharan African	51	0.13%
Swedish	113	0.30%
Swiss	31	0.08%
Ukrainian	1	0.00%
Welsh	320	0.84%
West Indian (except Hisp. groups)	78	0.21%
Other ancestries	12,700	33.42%
Ancestry Unclassified	7,705	20.27%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	30,022	84.25%
Speak Asian/Pacific Island Language at Home	191	0.54%
Speak IndoEuropean Language at Home	406	1.14%
Speak Spanish at Home	4,913	13.79%
Speak Other Language at Home	104	0.29%
2022 Est. Population by Age	38,005	
Age 0 - 4	2,369	6.23%
Age 5 - 9	2,407	6.33%
Age 10 - 14	2,572	6.77%
Age 15 - 17	1,587	4.18%
Age 18 - 20	1,459	3.84%
Age 21 - 24	1,888	4.97%
Age 25 - 34	4,253	11.19%
Age 35 - 44	3,971	10.45%
Age 45 - 54	4,146	10.91%
Age 55 - 64	4,934	12.98%
Age 65 - 74	4,862	12.79%
Age 75 - 84	2,642	6.95%
Age 85 and over	913	2.40%
Age 16 and over	30,132	79.28%
Age 18 and over	29,069	76.49%
Age 21 and over	27,611	72.65%
Age 65 and over	8,417	22.15%
2022 Est. Median Age		41.21
2022 Est. Average Age		41.45
2022 Est. Population by Sex	38,005	
Male	18,697	49.20%
Female	19,308	50.80%



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DESCRIPTION	DATA	%
2022 Est. Male Population by Age	18,697	
Age 0 - 4	1,223	6.54%
Age 5 - 9	1,230	6.58%
Age 10 - 14	1,316	7.04%
Age 15 - 17	819	4.38%
Age 18 - 20	760	4.07%
Age 21 - 24	990	5.29%
Age 25 - 34	2,141	11.45%
Age 35 - 44	1,925	10.30%
Age 45 - 54	1,979	10.59%
Age 55 - 64	2,370	12.68%
Age 65 - 74	2,363	12.64%
Age 75 - 84	1,247	6.67%
Age 85 and over	334	1.79%
2022 Est. Median Age, Male		39.46
2022 Est. Average Age, Male		40.36
2022 Est. Female Population by Age	19,308	
Age 0 - 4	1,147	5.94%
Age 5 - 9	1,177	6.10%
Age 10 - 14	1,256	6.50%
Age 15 - 17	768	3.98%
Age 18 - 20	698	3.62%
Age 21 - 24	898	4.65%
Age 25 - 34	2,112	10.94%
Age 35 - 44	2,046	10.60%
Age 45 - 54	2,167	11.22%
Age 55 - 64	2,564	13.28%
Age 65 - 74	2,500	12.95%
Age 75 - 84	1,395	7.22%
Age 85 and over	579	3.00%
2022 Est. Median Age, Female		42.83
2022 Est. Average Age, Female		42.54

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,149	23.32%
Males, Never Married	3,614	11.79%
Females, Never Married	3,535	11.53%
Married, Spouse present	15,965	52.08%
Married, Spouse absent	1,428	4.66%
Widowed	2,417	7.88%
Males Widowed	596	1.94%
Females Widowed	1,821	5.94%
Divorced	3,697	12.06%
Males Divorced	1,730	5.64%
Females Divorced	1,967	6.42%

DESCRIPTION	DATA	%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,620	6.30%
Some High School, no diploma	1,681	6.54%
High School Graduate (or GED)	8,900	34.60%
Some College, no degree	7,058	27.44%
Associate Degree	1,841	7.16%
Bachelor's Degree	3,116	12.11%
Master's Degree	1,257	4.89%
Professional School Degree	108	0.42%
Doctorate Degree	142	0.55%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,527	46.67%
High School Graduate	1,002	30.62%
Some College or Associate's Degree	542	16.57%
Bachelor's Degree or Higher	201	6.14%
Households		
2027 Projection	15,053	
2022 Estimate	14,710	
2010 Census	14,441	
2000 Census	13,653	
Growth 2022 - 2027		2.33%
Growth 2010 - 2022		1.86%
Growth 2000 - 2010		5.77%
2022 Est. Households by Household Type	14,710	
Family Households	10,420	70.84%
Nonfamily Households	4,291	29.17%
2022 Est. Group Quarters Population	779	
2022 Households by Ethnicity, Hispanic/Latino	1,708	
2022 Est. Households by Household Income	14,710	
Income < \$15,000	1,808	12.29%
Income \$15,000 - \$24,999	1,422	9.67%
Income \$25,000 - \$34,999	1,729	11.75%
Income \$35,000 - \$49,999	2,216	15.07%
Income \$50,000 - \$74,999	2,682	18.23%
Income \$75,000 - \$99,999	1,783	12.12%
Income \$100,000 - \$124,999	1,241	8.44%
Income \$125,000 - \$149,999	738	5.02%
Income \$150,000 - \$199,999	550	3.74%
Income \$200,000 - \$249,999	258	1.75%
Income \$250,000 - \$499,999	210	1.43%
Income \$500,000+	71	0.48%
2022 Est. Average Household Income		\$69,270
2022 Est. Median Household Income		\$51,388

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DESCRIPTION	DATA	%
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,658
Black or African American Alone		\$30,435
American Indian and Alaska Native Alone		\$54,221
Asian Alone		\$93,362
Native Hawaiian and Other Pacific Islander Alone		\$37,721
Some Other Race Alone		\$47,458
Two or More Races		\$60,654
Hispanic or Latino		\$54,276
Not Hispanic or Latino		\$51,096
2022 Est. Family HH Type by Presence of Own Child.	10,420	
Married-Couple Family, own children	2,632	25.26%
Married-Couple Family, no own children	5,144	49.37%
Male Householder, own children	329	3.16%
Male Householder, no own children	358	3.44%
Female Householder, own children	1,077	10.34%
Female Householder, no own children	880	8.45%
2022 Est. Households by Household Size	14,710	
1-person	3,832	26.05%
2-person	5,362	36.45%
3-person	2,214	15.05%
4-person	1,719	11.69%
5-person	904	6.15%
6-person	382	2.60%
7-or-more-person	298	2.03%
2022 Est. Average Household Size		2.53
2022 Est. Households by Presence of People Under 18	14,710	
Households with 1 or More People under Age 18:	4,760	32.36%
Married-Couple Family	2,992	62.86%
Other Family, Male Householder	404	8.49%
Other Family, Female Householder	1,321	27.75%
Nonfamily, Male Householder	37	0.78%
Nonfamily, Female Householder	7	0.15%
Households with No People under Age 18:	9,950	
Married-Couple Family	4,791	48.15%
Other Family, Male Householder	284	2.85%
Other Family, Female Householder	635	6.38%
Nonfamily, Male Householder	1,977	19.87%
Nonfamily, Female Householder	2,264	22.75%
2022 Est. Households by Number of Vehicles	14,710	
No Vehicles	856	5.82%
1 Vehicle	4,262	28.97%
2 Vehicles	6,113	41.56%
3 Vehicles	2,257	15.34%
4 Vehicles	950	6.46%
5 or more Vehicles	273	1.86%
2022 Est. Average Number of Vehicles		2.0
Family Households		
2027 Projection	10,671	
2022 Estimate	10,420	
2010 Census	10,209	
2000 Census	9,910	
Growth 2022 - 2027		2.41%
Growth 2010 - 2022		2.07%
Growth 2000 - 2010		3.02%

DESCRIPTION	DATA	%
2022 Est. Families by Poverty Status	10,420	
2022 Families at or Above Poverty	9,070	87.04%
2022 Families at or Above Poverty with Children	3,518	33.76%
2022 Families Below Poverty	1,350	12.96%
2022 Families Below Poverty with Children	978	9.39%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	15,473	51.35%
Civilian Labor Force, Unemployed	1,197	3.97%
Armed Forces	0	0.00%
Not in Labor Force	13,462	44.68%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	15,236	
For-Profit Private Workers	10,465	68.69%
Non-Profit Private Workers	594	3.90%
Local Government Workers	199	1.31%
State Government Workers	1,229	8.07%
Federal Government Workers	813	5.34%
Self-Employed Workers	1,854	12.17%
Unpaid Family Workers	82	0.54%
2022 Est. Civ. Employed Pop 16+ by Occupation	15,236	
Architect/Engineer	59	0.39%
Arts/Entertainment/Sports	133	0.87%
Building Grounds Maintenance	552	3.62%
Business/Financial Operations	278	1.82%
Community/Social Services	193	1.27%
Computer/Mathematical	69	0.45%
Construction/Extraction	1,232	8.09%
Education/Training/Library	1,108	7.27%
Farming/Fishing/Forestry	145	0.95%
Food Prep/Serving	620	4.07%
Health Practitioner/Technician	752	4.94%
Healthcare Support	600	3.94%
Maintenance Repair	673	4.42%
Legal	35	0.23%
Life/Physical/Social Science	32	0.21%
Management	1,189	7.80%
Office/Admin. Support	1,688	11.08%
Production	1,833	12.03%
Protective Services	504	3.31%
Sales/Related	1,669	10.95%
Personal Care/Service	323	2.12%
Transportation/Moving	1,548	10.16%
2022 Est. Pop 16+ by Occupation Classification	15,236	
White Collar	7,205	47.29%
Blue Collar	5,286	34.69%
Service and Farm	2,745	18.02%
2022 Est. Workers Age 16+ by Transp. to Work	15,046	
Drove Alone	12,176	80.92%
Car Pooled	1,602	10.65%
Public Transportation	43	0.29%
Walked	147	0.98%
Bicycle	0	0.00%
Other Means	364	2.42%
Worked at Home	714	4.75%

Retail Trade Area • Demographic Profile

Pittsburg, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,040	
15 - 29 Minutes	5,602	
30 - 44 Minutes	2,248	
45 - 59 Minutes	1,029	
60 or more Minutes	1,427	
2022 Est. Avg Travel Time to Work in Minutes		28
2022 Est. Occupied Housing Units by Tenure		
Owner Occupied	10,843	73.71%
Renter Occupied	3,867	26.29%
2022 Owner Occ. HUs: Avg. Length of Residence		17.28 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		6.79 [†]
2022 Est. Owner-Occupied Housing Units by Value		
	14,710	
Value Less than \$20,000	463	4.27%
Value \$20,000 - \$39,999	620	5.72%
Value \$40,000 - \$59,999	725	6.69%
Value \$60,000 - \$79,999	783	7.22%
Value \$80,000 - \$99,999	951	8.77%
Value \$100,000 - \$149,999	2,273	20.96%
Value \$150,000 - \$199,999	1,252	11.55%
Value \$200,000 - \$299,999	1,737	16.02%
Value \$300,000 - \$399,999	903	8.33%
Value \$400,000 - \$499,999	462	4.26%
Value \$500,000 - \$749,999	405	3.73%
Value \$750,000 - \$999,999	98	0.90%
Value \$1,000,000 or \$1,499,999	104	0.96%
Value \$1,500,000 or \$1,999,999	68	0.63%
Value \$2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		\$139,968
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	13,414	74.47%
1 Unit Attached	164	0.91%
2 Units	565	3.14%
3 or 4 Units	376	2.09%
5 to 19 Units	200	1.11%
20 to 49 Units	93	0.52%
50 or More Units	101	0.56%
Mobile Home or Trailer	2,953	16.39%
Boat, RV, Van, etc.	147	0.82%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	912	5.06%
Housing Units Built 2010 to 2014	703	3.90%
Housing Units Built 2000 to 2009	2,705	15.02%
Housing Units Built 1990 to 1999	3,457	19.19%
Housing Units Built 1980 to 1989	2,995	16.63%
Housing Units Built 1970 to 1979	2,443	13.56%
Housing Units Built 1960 to 1969	1,622	9.01%
Housing Units Built 1950 to 1959	1,728	9.59%
Housing Units Built 1940 to 1949	604	3.35%
Housing Unit Built 1939 or Earlier	844	4.69%
2022 Est. Median Year Structure Built		1986

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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