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2014

### The Pittsburg Micropolitan Area Economic Profile, 2014

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# The Pittsburg Micropolitan Area Economic Profile 2014



KELCE  
COLLEGE OF BUSINESS  
Pittsburg State University

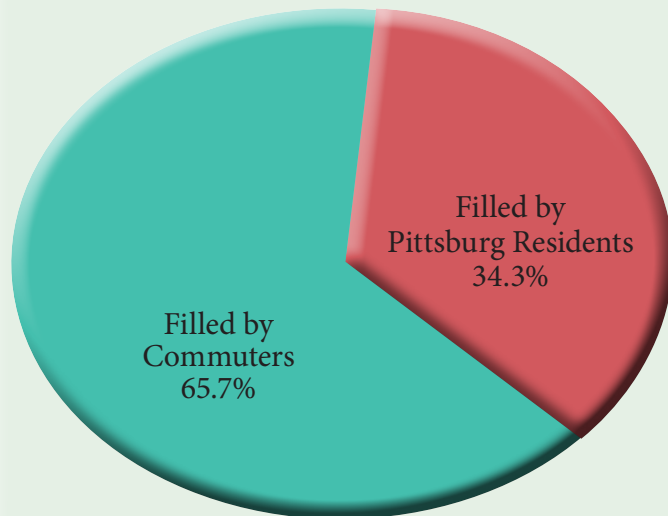


**PITTSBURG, KANSAS**  
OPEN FOR BUSINESS

# 2014 ECONOMIC SUMMARY

The City of Pittsburg is the seat of the Pittsburg Metropolitan Area, a regional center for retail sales, consumer services, business services, and education. Pittsburg State University (home of the Gorillas) is located in

## Jobs in Pittsburg City



Source: US Census

Pittsburg on a 630-acre campus and offers 150 academic programs for a student population of about 7,500.

Kiplinger's Personal Finance Magazine says, "Nothing matches the vibe of a college town. Universities throw

off an energy that infuses their communities with culture, creativity and a love of learning." Being a commercial center and a college town and having a major hospital imply the presence of amenities, culture, and services that skilled, educated, and professional people

are attracted to, making Pittsburg a good location for regional headquarters and functional specialization.

It is no surprise that many major companies have headquarters in Pittsburg, including Jake's Fireworks (annual sales of \$20-\$50 million, according to Dun &

Bradstreet), Miller's Professional Imaging (\$20-\$50 million), and Watco Mechanical Services (\$1-\$2.5 million). Furthermore, NPC International (which owns and manages over 1,263 Pizza Hut and 91 Wendy's restaurants) has most of their functional specializations (accounting and IT) located in Pittsburg.

Approximately 65.7 percent of the jobs in the City of Pittsburg are filled by people who do not live in the city. The largest share of commuters to the City of Pittsburg for work comes from the following cities: Frontenac, Girard, Arma, Wichita, Fort Scott, Joplin, Columbus, Parsons, and Overland Park. Just about 80.9 percent of the jobs in the micropolitan area are filled by area residents, 10.7 percent by commuters from surrounding counties, and the remaining 8.4 percent by commuters from other states.

Residents in the Pittsburg Micropolitan Area enjoy a relatively low cost of living, with the average cost of living only 91.1 percent of the national average, according to the Center for Regional Economic Competitiveness, and the cost of housing (which accounts for almost 46 percent of the average household's expenditure) only 76.9 percent of the national average.

The micropolitan area was hit hard by the 2007-09

recession, but the economy is improving relatively well. Approximately 14.7 percent of local residents work outside the micropolitan area. The number of people who are employed (in the micropolitan area or outside) is increasing at a faster rate in the micropolitan area

## Occupations

Pittsburg Micropolitan Area	Percentage Of Totals
Management, business, and financial:	9.9%
Computer, engineering, and science:	3.1%
Education, legal, etc:	12.5%
Healthcare practitioner technical, and support:	10.1%
Other Service:	8.7%
Sales:	10.7%
Office and administrative support:	13.4%
Construction and extraction	6.2%
Production, transportation, and etc.:	14.1%
Other:	3.6%

Source: US Census

than both statewide and nationwide, labor force participation is increasing, unemployment is declining, and welfare rolls are shrinking.



# OFFICE AND RETAIL SPACE MARKET

**OFFICE:** Regional businesses need to be able to tap into services such as accounting, tax preparation, bookkeeping, payroll services, office administrative services, management and technical consulting services, legal services, and medical services. As the regional business center for southeast Kansas, Pittsburg provides access to these office-based business services.

That access is vital for regional economic growth in southeast Kansas. It is no surprise then that the micropolitan area has a significant concentration of Professional Business Services Industry jobs.

The local office market is in relatively good shape and showing a slight uptick, with office space rents increasing slightly in 2014, according to Jones Heritage Realtors, with office space rentals starting at an average low of \$2.50 per square foot (on gross basis), increasing to an average high of \$10 per sq. ft. and as high as \$16 per sq. ft. for prime locations. Mid-size units in the 2,000 sq. ft. to 4,000 sq. ft. range have average rates of \$5.50 per sq. ft. on the lower end and \$13 per sq. ft. for higher-end facilities. The market for office space is tightening, and rates might be expected to increase further in the near future.

**RETAIL:** As a regional commercial center for goods and services, the City of Pittsburg offers shopping and

dining in 153 retail and dining establishments, including 46 eating and drinking establishments; 11 apparel and accessory stores; and 12 home furniture, furnishing, and equipment stores. Overall, the retail industry employs almost 1,800 people.

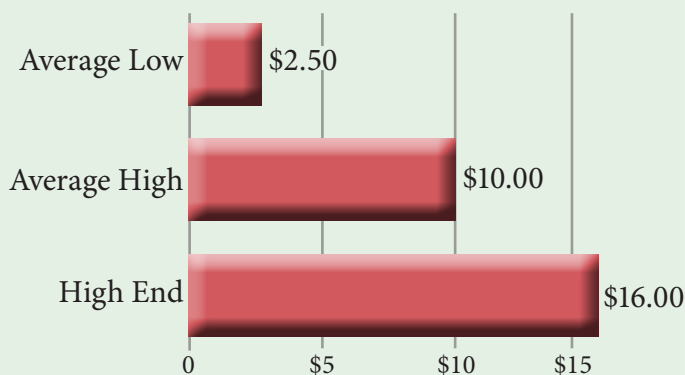
The outlook for the area retail space market is very good. The Hoffman Strategy Group/Jeff Green Partners study finds that approximately \$62 million could be captured in additional sales by the Pittsburg area retail and food service industries, supporting more than 164,000 square feet of new retail and restaurant space.

Retail space rentals (except for large retail space) start at an average low of \$5.50 per sq. ft. (on net basis), increasing to an average high of \$8.00

per sq. ft., and as high as \$14 per sq. ft. for prime locations. Large retail (10,000 square feet to 25,000 square feet) rent for \$4.00 to \$5.00 per sq. ft. per year on a net basis. Average size units (2,000 square feet to 4,000 square feet) rent for \$5.00 to \$8.00 on a gross basis. Very small units are sometimes as high as \$12.00 to \$14.00 per square foot and higher for newer units in the small strip malls.

## Office Space Rental Rates Per Square Foot

Pittsburg Area



Source: Jones Heritage Realtors

## Retail Space Rental Rates Per Square Foot

Pittsburg Area



Source: Jones Heritage Realtors



# COMMERCIAL AND RESIDENTIAL LAND VALUES

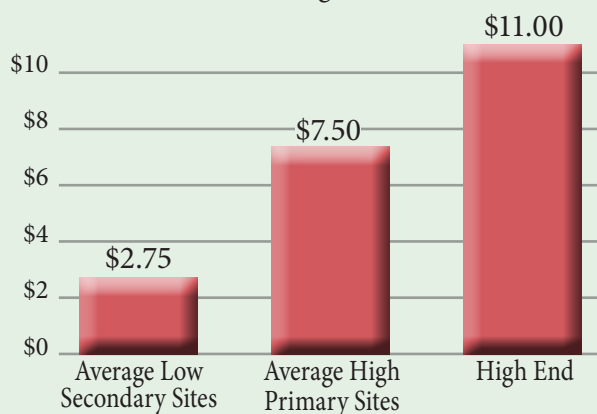
**COMMERCIAL:** Broadway, the main thoroughfare which goes through downtown Pittsburg, has the highest traffic count and the most expensive commercial land prices. Average land prices on Broadway range from \$5-\$11 per square foot, according to Jones Heritage Realtors. North Broadway continues to be the most expensive commercial land in Pittsburg, with average sales prices around \$7 to \$8 per square foot, and as high as \$11 per square foot for prime locations.

South Broadway still lags behind North Broadway, having more vacant land available with prices considerably below North Broadway at about \$5.00 to \$6.00 per square foot. However, the hospital expansion and the opening of the Bicknell Family Center for the Arts and the 154,000 square feet Robert W. Plaster Event Center at Pittsburg State University should stimulate activity in South Pittsburg and have positive impact on land prices on South Broadway.

Furthermore, a 2014 study by the Hoffman Strategy Group/Jeff Green Partners identified significant unmet need for local lodging space and recommended construction of a limited-service suite hotel, such as an 80-room Hampton Inn or a 60-room Summerfield. The most likely site would be on South Broadway, and that would stimulate land prices on South Broadway. Commercial land values in secondary locations (such

as on South Rouse or 4th Street off Broadway) currently run between \$2 and \$3.50 per square foot.

## Commercial Land Values Per Square Foot Pittsburg Area



Source: Jones Heritage Realtors

## Residential Land Values Per Square Foot Single Family Pittsburg Area



Source: Jones Heritage Realtors

**RESIDENTIAL:** Approximately 61.4 percent of all occupied housing in the Pittsburg Micropolitan Area is owner-occupied, and 38.6 percent is renter-occupied. A newly released housing report by Novogradac & Company finds that the overall vacancy rate for local multi-family housing is only 4.5 percent in the Pittsburg area, which indicates a need for additional construction. Multi-family land prices start out at an average of \$1 per square foot in secondary locations and increase to an average of \$2 per square foot. However, multi-family land prices can increase to \$3 per square foot for prime locations close to Pittsburg State University.

Local residential land values are important because they are the major deter-

minant of differences in home prices between cities. Non-land housing costs are similar nationwide and differences in home prices between different locations are determined to a significant degree by differences in land values. Residential land values range currently from an average of \$0.50 per square foot in the older neighborhoods to an average high of \$1 in good locations but can go as high as \$1.50 per sq. ft. in prime locations, according to Jones Heritage Realtors.

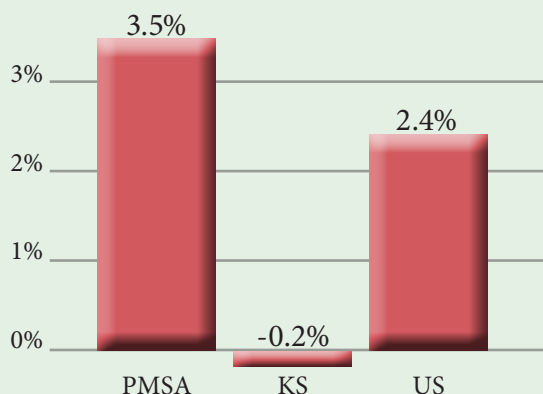
# LABOR FORCE GROWTH

The labor force in the Pittsburgh Micropolitan Area is relatively well-educated. Currently, the labor force in Pittsburgh has increased at a faster rate in the area than both statewide and nationwide, suggesting that local residents are currently more optimistic about future employment conditions than are workers nationwide.

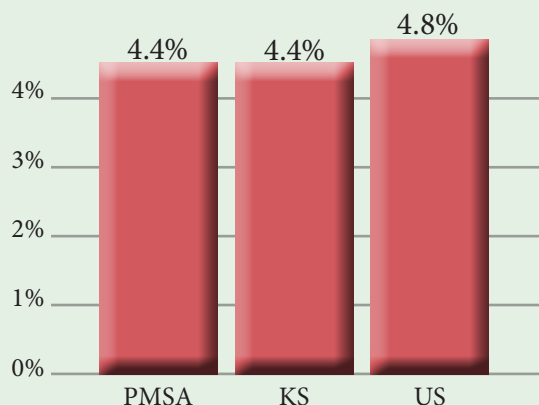
During the 2011-2014 period, the labor force increased 3.5 percent in the micropolitan area, declined 0.2 percent statewide, and increased 2.4 percent nationwide. During the period, the nationwide labor force participation rate has declined to 62.9 percent from 64.1 percent as discouraged workers cease look-

ing for work and drop out of the labor force whereas local labor force participation has increased.

## Labor Force Growth 2011-2014



## Labor Force Projections 2014-2018



**PROJECTIONS:** The local labor force is expected to continue to increase at a healthy rate in the near future. The labor force is projected to increase to 21,418 locally in 2015 (up 1.1 percent from 2014), 1,510,541 statewide (up 1.1 percent), and 159.1 million nationwide (up 1.2 percent). In the 2014-2018 period, the labor force is projected to increase 4.4 percent in the micropolitan area, 4.4 percent statewide, and 4.8 percent nationwide.

## Labor Force

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	20,106	2.3%	1,507,814	1.8%	154,142	-0.1%
2010	20,277	0.9%	1,503,659	-0.3%	153,889	-0.2%
2011	20,466	0.9%	1,497,028	-0.4%	153,617	-0.2%
2012	20,790	1.6%	1,486,600	-0.7%	154,975	0.9%
2013	20,892	0.5%	1,483,720	-0.2%	155,389	0.3%
2014*	21,184	1.4%	1,494,106	0.7%	157,254	1.2%

Source: BLS & Demographics Now

US: number in the thousands

\* Estimates

## Labor Force Projections

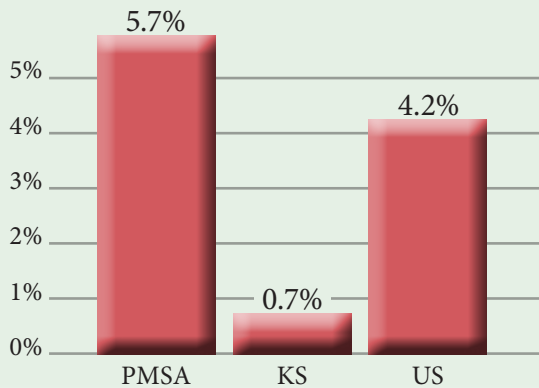
	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	21,418	1.1%	1,510,541	1.1%	159,141	1.2%
2014-2018	22,117	4.4%	1,559,847	4.4%	164,802	4.8%

Source: Demographics Now

# EMPLOYMENT GROWTH

Approximately 14.7 percent of area residents are employed outside the micropolitan area. Employment (including jobs, self-employment, home-based businesses, farm employment, and domestic employment) is increasing at a robust rate in the Pittsburgh Micropolitan Area. Local residents who are employed (in the micropolitan area or outside) increased 5.7 percent in the 2011-2014 period, 0.7 percent statewide, and 4.2 percent nationwide.

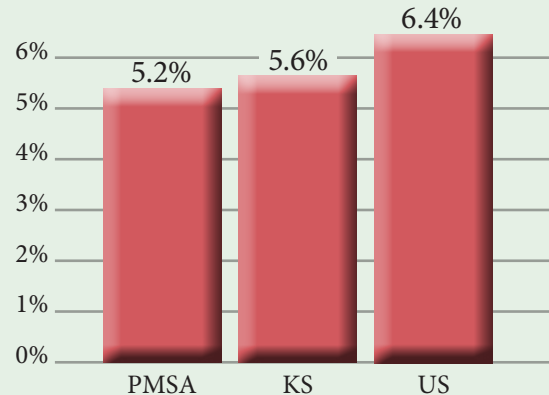
## Employment Growth 2011-2014



About 13.4 percent of area residents work in office and administrative occupations, 10.7 percent in sales-related occupations, 10.1 percent in health care, 8.5 percent in production, 7.5 percent in management,

7.5 percent in food service, 6.2 percent in construction and extraction, and 3.1 percent in computer, engineering and science.

## Employment Growth Projections 2014-2018



**PROJECTIONS:** Employment is projected to continue to increase at a healthy rate locally and to pick up nationwide. Employment is projected to increase to 20,285 in the micropolitan area in 2015 (up 1.3 percent), 1,428,614 statewide (up 1.4 percent), and 148.1 million nationwide (up 1.6 percent).

During the 2014-2018 period, employment is projected to increase 5.2 percent in the micropolitan area, 5.5 percent statewide, and 6.4 percent nationwide.

## Employment

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	18,317	-1.8%	1,400,123	-1.1%	139,877	-3.8%
2010	18,583	1.5%	1,397,294	-0.2%	139,064	-0.6%
2011	18,946	2.0%	1,399,282	0.1%	139,869	0.6%
2012	19,510	3.0%	1,400,635	0.1%	142,469	1.9%
2013	19,729	1.1%	1,403,276	0.2%	143,929	1.0%
2014*	20,025	1.5%	1,408,889	0.4%	145,800	1.3%

Source: BLS & Demographics Now

US: number in the thousands

\* Estimates

## Employment Projections

	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	20,285	1.3%	1,428,614	1.4%	148,133	1.6%
2014-2018	21,066	5.2%	1,486,378	5.5%	155,131	6.4%

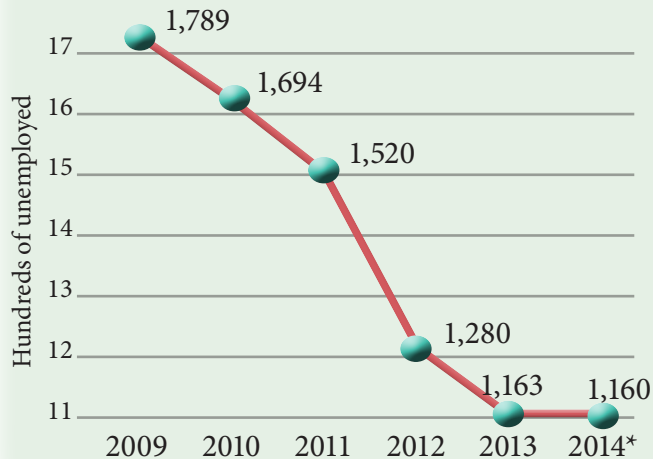
Source: Demographics Now



# UNEMPLOYMENT

When employment increases faster than the labor force, as it did in the Pittsburgh Micropolitan Area, unemployment is bound to decline. This happened

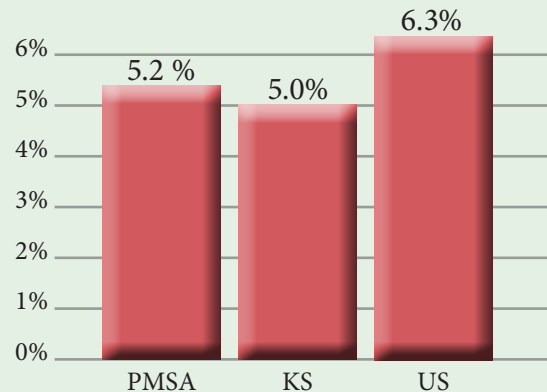
## Numbers of Unemployed People Pittsburg Micropolitan Area



despite an increase in the local labor participation rate. Recent estimates show that the unemployment rate was 5.6 percent in the micropolitan area in 2014 (down from 7.4 percent in 2011), 5.6 percent statewide (down from 6.5 percent), and 7.2 percent nationwide (down from 8.9 percent). While improved state and national unemployment rates are due partly to the decline in

labor force participation, Pittsburg's reduced unemployment represents a total increase in jobs.

## Unemployment Projections Projected Rate 2018



**PROJECTIONS:** The unemployment rate is expected to continue to decline nationwide, and in 2015 it is projected to decline to 5.5 percent in the micropolitan area, 5.5 percent statewide, and 7.0 percent nationwide. By 2018, unemployment is projected to decline to 5.2 percent in the micropolitan area, 5.0 percent statewide, and 6.3 percent nationwide. Labor force participation is also projected to increase in all areas nationwide.

## Unemployment Rate

	Pittsburg Micro	Kansas	US
2009	8.9%	7.1%	9.3%
2010	8.4%	7.1%	9.6%
2011	7.4%	6.5%	8.9%
2012	6.2%	5.8%	8.1%
2013	5.6%	5.4%	7.4%
2014*	5.6%	5.6%	7.2%

Source: BLS & Demographics Now \* Estimates

## Unemployment Rate Projections

	Pittsburg Micro	Kansas	US
2015	5.5%	5.5%	7.0%
2018	5.2%	5.0%	6.3%

Source: Demographics Now

## Pittsburg Micropolitan Area Economic Profile

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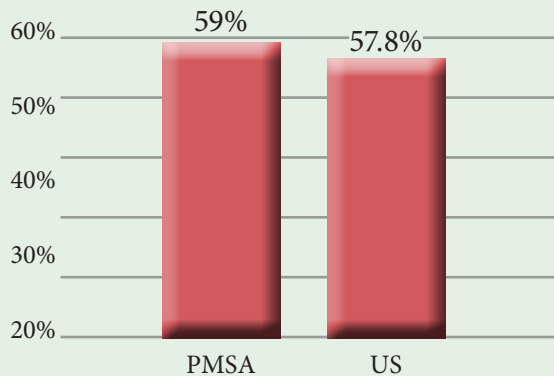
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# POPULATION GROWTH

Population in the Pittsburg Micropolitan Area increased 0.3 percent in 2014 percent from 2013, 0.8 percent statewide, and 1.0 percent nationwide.

## Educational Achievement Beyond High School

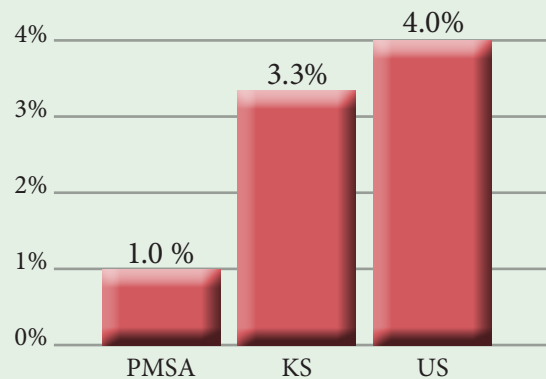


During the 2011-2014 period, population increased 0.8 percent in the micropolitan area, 2.4 percent statewide, and 3.0 nationwide. A recent US Census Bureau report states that 7.6 percent of the micropolitan population moves between counties or states annually with people in the 18-24 age group being the most mobile by far.

The micropolitan area population is relatively well-educated with more than 59 percent of the local

population having education beyond high school, compared to 57.8 percent nationwide.

## Population Growth Projections 2014-2018



**PROJECTIONS:** In 2015, population is projected to grow 0.3 percent in the micropolitan area, 0.8 percent statewide, and 1.0 percent nationwide. Population in the micropolitan area is projected to continue to grow relatively slowly in the near future, with a projected increase of 1.0 percent in the micropolitan area in 2014-2018 period, compared to 3.3 percent statewide, and 4.0 percent nationwide.

## Population

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	38,966	-0.1%	2,832,704	0.9%	306,771,529	0.9%
2010	39,152	0.5%	2,859,143	0.9%	309,330,219	0.8%
2011	39,220	0.2%	2,871,238	0.4%	311,591,917	0.7%
2012	39,317	0.2%	2,894,170	0.8%	314,659,175	1.0%
2013	39,417	0.3%	2,917,628	0.8%	317,790,897	1.0%
2014	39,519	0.3%	2,941,508	0.8%	320,976,914	1.0%

Source: Woods and Poole

## Population Projections

	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	39,618	0.3%	2,965,533	0.8%	324,186,934	1.0%
2014-2018	39,898	1.0%	3,038,384	3.3%	333,952,538	4.0%

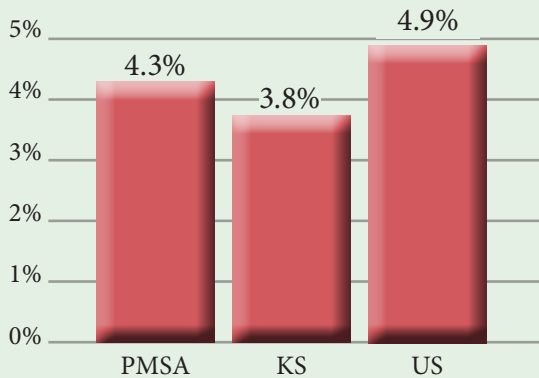
Source: Woods and Poole

# JOB GROWTH

During the 2011-2014 period, the number of jobs increased 4.3 percent in the Pittsburgh Micropolitan Area, 3.8 percent statewide, and 4.9 percent nation-

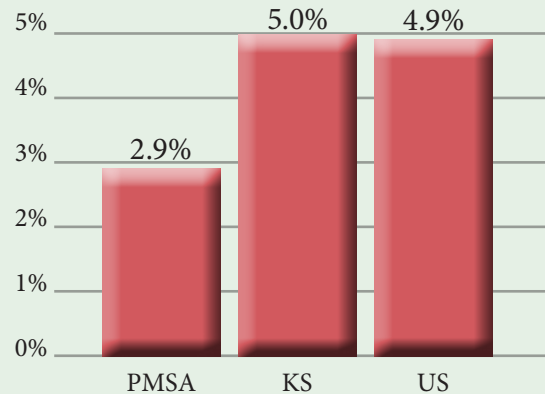
micropolitan area in 2014, 1,353,620 jobs statewide, and 135,770,150 jobs nationwide.

## Job Growth 2011-2014



wide. Micropolitan area industries with the highest job growth during the period were the Professional and Business Services industry (up 31.3 percent), followed by the Natural Resource and Mining Industry (up 21.5 percent), Financial Services (up 20.0 percent), and Construction (up 10.9 percent). Local job growth slowed somewhat at the end of that period, showing an increase of 0.7 percent from 2013 to 2014, compared to 1.2 percent increase statewide and 1.3 percent nationally. There were an estimated 17,031 jobs in the

## Jobs Growth Projections 2014-2018



**PROJECTIONS:** Two major local firms announced recently that they are expanding operations in the micropolitan area: Miller's Professional Imaging (adding 140 seasonal jobs) and GoConfigure (adding 35 jobs). Two firms have announced that they are opening locations in the area: Buffalo Wild Wings (50 full- and part-time jobs) and Rib Crib (estimates the possibility of 30 full and part-time jobs). The number of jobs is projected to increase to 17,525 (up 2.9 percent) in the micropolitan area by 2018, 1,421,228 statewide (up 5.0 percent), and 142,386,520 nationwide (up 4.9 percent).

## Total Jobs

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	16,657	-6.8%	1,317,029	-3.6%	128,607,842	-4.6%
2010	16,500	-0.9%	1,297,779	-1.5%	127,820,442	-0.6%
2011	16,336	-1.0%	1,303,799	0.5%	129,411,095	1.2%
2012	16,782	2.7%	1,320,285	1.3%	131,696,378	1.8%
2013	16,908	0.8%	1,337,168	1.3%	133,964,953	1.7%
2014	17,031	0.7%	1,353,620	1.2%	135,770,150	1.3%

Source: BLS and Woods and Poole

## Total Jobs Projections

	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	17,152	0.7%	1,370,243	1.2%	137,599,609	1.3%
2014-2018	17,525	2.9%	1,421,228	5.0%	142,386,520	4.9%

Source: BLS and Woods and Poole

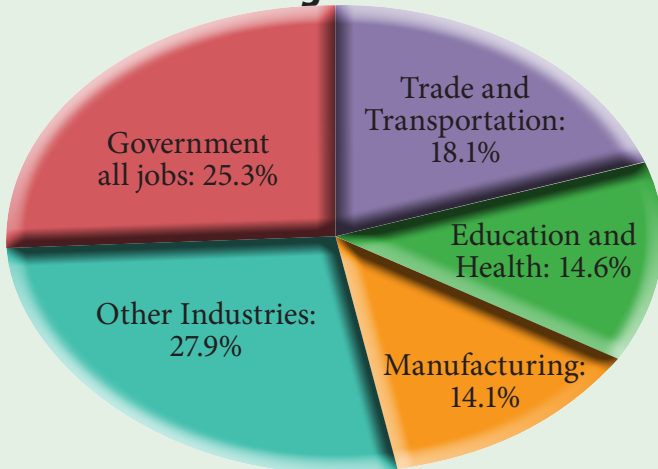


# INDUSTRY MIX

Government provided 25.3 percent of all the 17,031 jobs in the Pittsburgh Micropolitan Area in 2014 and 27.6 percent of all payroll, followed by the Trade, Transporta-

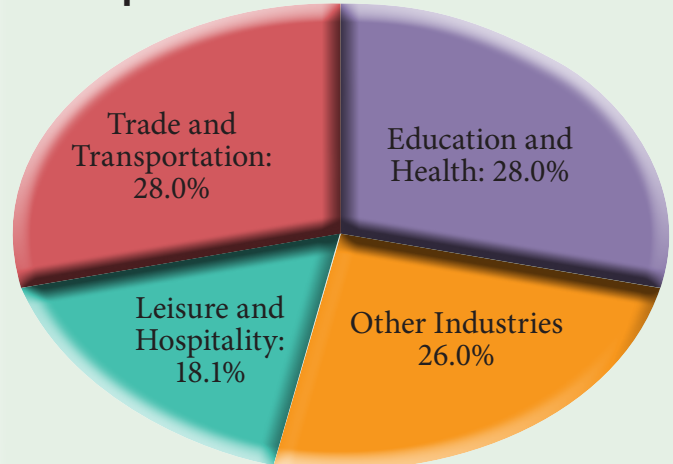
**PROJECTIONS:** The Pittsburgh Micropolitan Area has a 57 percent higher concentration of Manufacturing Industry jobs, and a 13 percent higher concentration

**Industry Mix 2014**  
**Pittsburg Micro Area**



Source: Bureau of Labor Statistics

**Industry Projections**  
**Composition of Jobs Added 2014-2018**



Source: BLS and Woods and Poole

tion and Utilities industry, 18.1 percent and 17.1 percent; Education and Health Services, 14.6 percent and 16.8 percent; Manufacturing, 14.1 percent and 16.8 percent; Leisure and Hospitality, 11.3 percent and 3.8 percent; Professional and Business Services, 6.7 percent and 8.2 percent; Financial Activities, 3.2 percent and 3.9 percent; Construction, 2.5 percent and 2.6 percent; Information, 1.8 percent and 2.7 percent; Natural Resources and Mining, 0.5 percent and 0.7 percent; and Other Industries, 1.8 percent and 1.3 percent.

of Leisure and Hospitality jobs than the nation. This is expected to continue. Approximately 494 jobs are projected to be added to the micropolitan economy in the 2014-2018 period. The industry projected to add the most jobs is Trade, Transportation and Utilities (contributing 28.1 percent of all job growth during the period), followed by Education and Health Services (28 percent), and Leisure and Hospitality (18.1 percent). The remaining eight industries provide 25.8 percent of all jobs.

## Total Jobs

Pittsburg Micro Area	2014*	% of Total
Total Jobs	17,031	100.0%
Government, all levels	4,317	25.3%
Information	306	1.8%
Leisure and Hospitality	1,921	11.3%
Manufacturing	2,407	14.1%
Natural Resources and Mining	89	0.5%
Professional and Business Services	1,149	6.7%
Trade and Transportation	3,084	18.1%
Construction	429	2.5%
Education and Health	2,479	14.6%
Financial	551	3.2%
Other	302	1.8%
Service providing	9,792	57.5%
Goods producing	2,925	17.2%

\*Estimates

Source: BLS and Woods and Poole

## Jobs Added by Industry

Pittsburg Micro Area	Portion of Jobs Added 2014-2018
Trade and Transportation	28.0%
Education and Health	28.0%
Leisure and Hospitality	18.1%
Financial	5.7%
Government, all levels	4.7%
Professional and Business Services	3.6%
Construction	3.5%
Natural Resources and Mining	2.1%
Manufacturing	1.2%
Information	1.0%
Other	4.3%

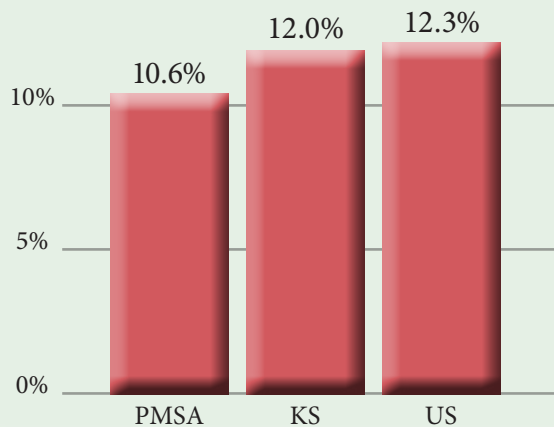
Source: Woods and Poole

# GROSS DOMESTIC PRODUCT

The Gross Domestic Product (the value of the annual output of goods and services) in the Pittsburg Micropolitan Area ranked as the 299th highest in 2013 out of

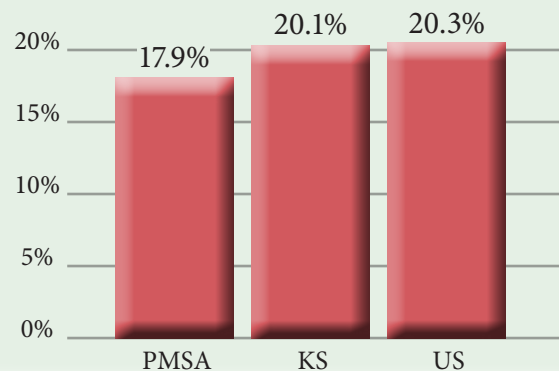
tan area, had higher growth than 81 percent of all the counties in Kansas during the period.

## Gross Domestic Growth 2011-2014



the 536 micropolitan areas nationwide, and accounts for approximately one percent of the Gross Domestic Product in the state of Kansas. The micropolitan area's 2014 Gross Domestic Product is estimated to be more than \$1.3 billion. This is an increase of 10.6 percent from 2011, slightly below the 12.0 percent growth statewide and the 12.3 percent growth nationwide. Crawford County, the county seat of the micropoli-

## Gross Domestic Growth Projections 2014-2018



**PROJECTIONS:** The Gross Domestic Product is projected to increase 3.9 percent in the micropolitan area in 2015, which is a more robust growth than in 296 micropolitan areas nationwide, but slightly less than both statewide and nationwide. The Gross Domestic Product in the micropolitan area is projected to increase to more than \$1.5 billion in 2018 (up 17.9 percent from 2014), \$181.3 billion statewide (up 20.1 percent) and \$20.2 trillion nationwide (up 20.3 percent).

## Gross Regional Product

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	\$1,098	-1.9%	\$121,967	-1.9%	\$13,869,679	-2.3%
2010	\$1,114	1.5%	\$126,640	3.8%	\$14,388,814	3.7%
2011	\$1,190	6.8%	\$134,767	6.4%	\$14,959,781	4.0%
2012	\$1,232	3.6%	\$140,217	4.0%	\$15,575,664	4.1%
2013	\$1,269	2.9%	\$144,949	3.4%	\$16,111,876	3.4%
2014*	\$1,316	3.7%	\$150,999	4.2%	\$16,794,686	4.2%

Source: Woods and Poole

\*Estimate

Millions of dollars

## Gross Regional Product Projections

	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	\$1,367	3.9%	\$157,561	4.3%	\$17,534,571	4.4%
2014-2018	\$1,552	17.9%	\$181,320	20.1%	\$20,208,260	20.3%

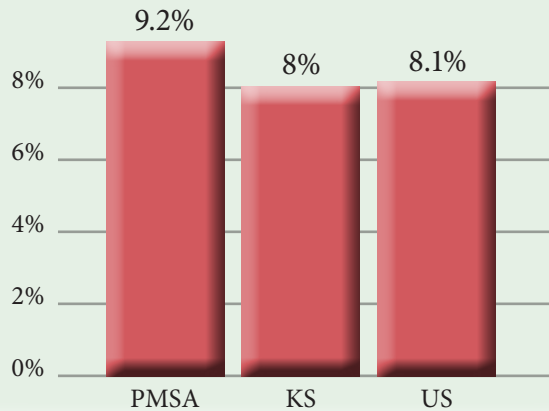
Source: Woods and Poole

Millions of dollars

# PER CAPITA INCOME

Per capita income (average income per person) in relation to cost of living gives an indication of purchasing power, an important economic indicator of the aver-

## Per Capita Income Growth 2011-2014

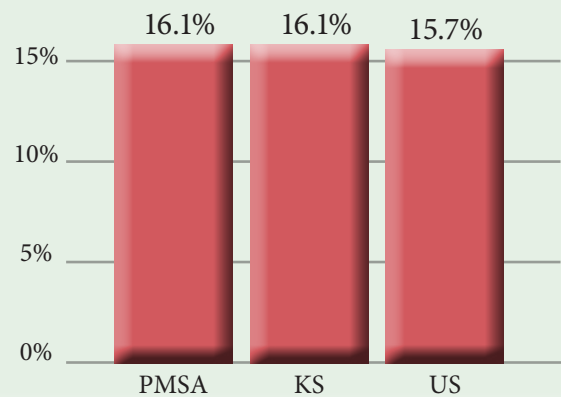


age standard of living in an area. The cost of living in the Pittsburg Micropolitan Area is only 91.1 percent of the national average, with the cost of groceries 91.5 percent, and the cost of housing (which accounts for over 45 percent of total spending for the average household) 76.9 percent.

The per capita income in the micropolitan area was \$32,246 in 2014, up 9.2 percent from 2011. During the same period, the per capita income increased 8.0 percent statewide and 8.1 percent nationwide.

**PROJECTIONS:** Growth in employment is projected to increase faster than population growth, pushing up per capita income. The per capita income in the

## Per Capita Income Growth Projections 2014-2018



Micropolitan area is expected to increase to \$33,335 in 2015, up 3.4 percent.

By 2018, the per capita income in the micropolitan area is expected to increase to \$37,429, up 16.1 percent (which is a faster growth than is projected nationwide). The micropolitan area per capita income grew faster in the 2011-2014 period than nationwide and is projected to grow faster in the next four years than nationwide which indicates that the income gap is declining. This is good news for the Pittsburg Micropolitan Area.

## Per Capita Income

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	\$29,115	-5.3%	\$37,989	-6.1%	\$38,637	-5.6%
2010	\$28,599	-1.8%	\$38,546	1.5%	\$39,791	3.0%
2011	\$29,542	3.3%	\$40,884	6.1%	\$41,561	4.4%
2012	\$30,598	3.6%	\$41,868	2.4%	\$42,681	2.7%
2013	\$31,272	2.2%	\$42,813	2.3%	\$43,597	2.1%
2014	\$32,246	3.1%	\$44,162	3.2%	\$44,927	3.1%

Source: Woods and Poole

## Per Capita Income Projections

	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	\$33,335	3.4%	\$45,663	3.4%	\$46,441	3.4%
2014-2018	\$37,429	16.1%	\$51,279	16.1%	\$51,988	15.7%

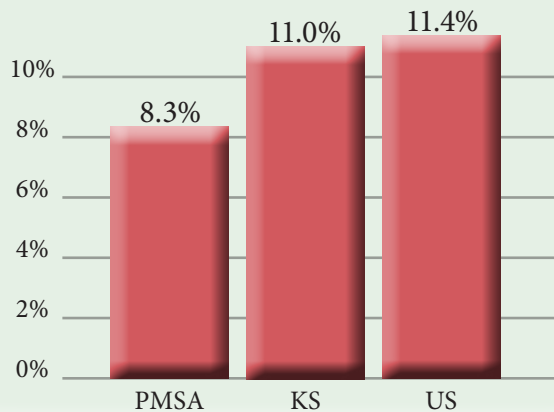
Source: Woods and Poole



# RETAIL SALES

In 2014, total estimated retail sales in the 255 retail establishments (including eating and drinking places) in the Pittsburgh Micropolitan Area increased to \$484.0

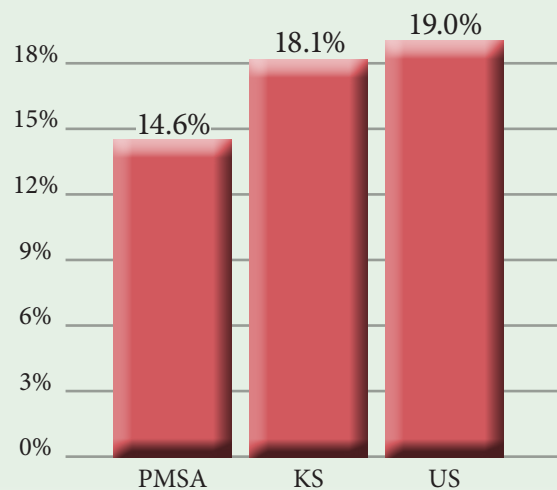
## Retail Sales Growth 2011-2014



million, up three percent. The category that accounted for most sales was general merchandize stores with sales of \$109.9 million (accounting for 22.7 percent of all sales in the micropolitan area), followed by gasoline stations, \$61.1 million (12.6 percent of all sales); motor vehicles, etc., \$60.4 million (12.5 percent); food and beverage stores, \$55.3 million (11.4 percent); eating and drinking places, \$53.8 million (11.1 percent); all other categories, 29.7 percent.

**PROJECTIONS:** Total retail sales for 2015 are projected to increase to \$499.3 million in the micropolitan area (up 3.2 percent from 2014), \$45.4 billion statewide (up 3.9 percent), and \$5.3 trillion nationwide (up 4.1 percent). By 2018, total retail sales are projected to increase to \$554.7 million in the micropolitan area (up 14.6 percent from 2014), to \$51.5 billion statewide (up 18.1 percent), and to \$6.0 trillion nationwide (up 19.0 percent).

## Retail Sales Growth Projections 2014-2018



## Retail Sales

	Pittsburg Micro	Change	Kansas	Change	US	Change
2009	\$398.3	-8.3%	\$34,821	-7.3%	\$3,996,761	-7.3%
2010	\$418.6	5.1%	\$36,779	5.6%	\$4,217,696	5.5%
2011	\$446.8	6.7%	\$39,414	7.2%	\$4,534,197	7.5%
2012	\$459.8	2.9%	\$40,849	3.6%	\$4,708,454	3.8%
2013	\$470.0	2.2%	\$42,061	3.0%	\$4,857,593	3.2%
2014*	\$484.0	3.0%	\$43,640	3.8%	\$5,049,831	4.0%

Source: Woods and Poole      \*Estimate      Millions of dollars

## Retail Sales Projections

	Pittsburg Micro	Change	Kansas	Change	US	Change
2014-2015	\$499.3	3.2%	\$45,351	3.9%	\$5,257,954	4.1%
2014-2018	\$554.7	14.6%	\$51,533	18.1%	\$6,009,257	19.0%

Source: Woods and Poole      Millions of dollars



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# Pittsburg Micropolitan Area Business Summary

	2014 Employees	Percent	2014 Establishments	Percent	Average Employee Size
Forestry, and Fishing	182	1.2%	73	5.1%	2.5
Mining	28	0.2%	5	0.3%	5.6
Construction	460	3.0%	79	5.5%	5.8
Manufacturing	1,816	11.8%	69	4.8%	26.3
Transportation, Communications, Electric, Gas, & Sanitary Services	1,030	6.7%	70	4.9%	14.7
Wholesale Trade	683	4.4%	79	5.5%	8.6
Retail Trade	2,574	16.7%	255	17.8%	10.1
Finance, Insurance, & Real Estate	483	3.1%	120	8.4%	4.0
Services	7,390	48.0%	627	43.8%	11.8
Public Administration	757	4.9%	54	3.8%	14.0

Source: Demographics Now

## Annual Median Base Salaries

Accountant	\$57,750	Maintenance Worker	\$38,650
Accounting Clerk	\$32,630	Mental Health Counselor	\$34,570
Bookkeeper	\$32,630	Medical Lab Technician	\$35,410
Bus Driver	\$25,480	Municipal Clerk	\$30,350
Cashier	\$18,400	Millright	\$57,310
Customer Service Representative	\$30,190	Office Manager	\$31,310
Chemist	\$57,350	Family Practitioner	\$133,910
Civil Engineer	\$72,440	Physician	\$105,930
Computer Programmer	\$63,610	Police	\$42,380
Construction Worker	\$36,720	Primary School Teacher	\$44,660
Controller, Top Corporate	\$17,650	Property Manager	\$50,370
Data Entry Operator	\$76,760	Receptionist	\$24,230
Dental Assistant	\$34,040	Registered Nurse	\$55,780
Dental Hygienist	\$69,470	Sales Representative	\$54,830
Electrical Engineer	\$55,850	Secondary School Teacher	\$46,280
File Clerk	\$23,190	Secretary	\$28,780
Food Service Worker	\$18,450	Security Guard	\$26,080
Graphic Designer	\$40,090	Telemarketers	\$23,350
Insurance Claims Adjuster	\$32,330	Welder	\$34,390
Janitor	\$21,280	Word Processor	\$30,190

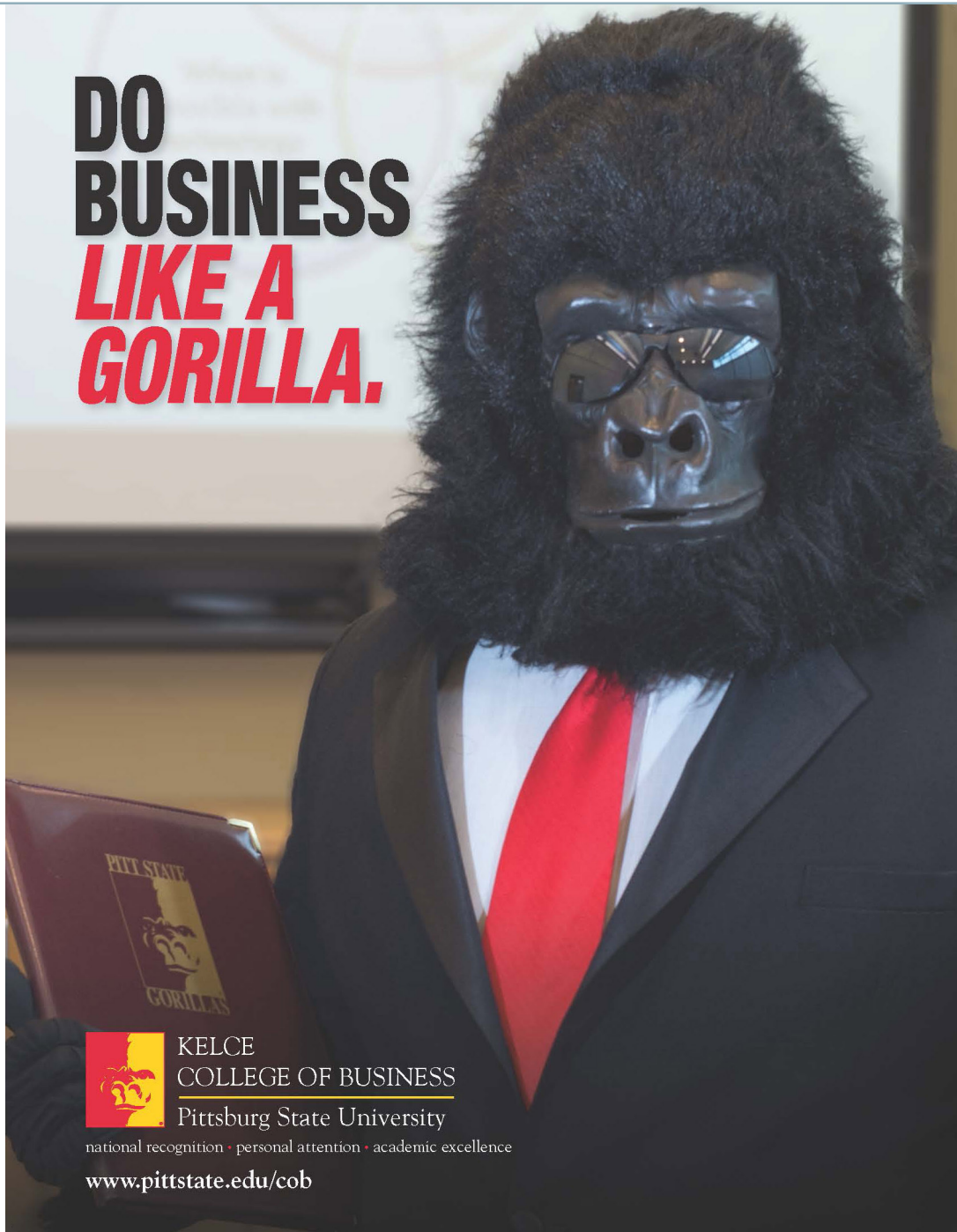
Source: Kansas Labor Information System



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