Pittsfield Profile

Census Data
Census Data: Age

Total Population: 43,927

Median Age
Pittsfield

The median age of Our Community is

44.0 years-old

This is older than the U.S. median age of 38.1 years.

Number of Children Under 5 Years
Pittsfield

1,976

4.6% of our Community are children under 5 yrs old

Number of Seniors in Our Community
Pittsfield

8,573

20.2% of our Community are senior 65+ yrs old

Source: Broadstreet, ACS 2015-2019
Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)
Census Data: Race & Ethnicity in Pittsfield

Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)
Census Data: Language

Languages Spoken at Home in Pittsfield

- English Only: 91%
- Other Languages: 5%
- Spanish: 4%

Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)
Census Data: Education

Percent of Population with High School Education
Pittsfield

91% of people in Our Community have graduated HS

compared to 88% of US population

Source: Broadstreet, ACS 2015-2019
Census Data: Income

Median Family Income
Pittsfield

$70,994
U.S. Dollars

OUR COMMUNITY
$70,994

MASSACHUSETTS
$103,126

UNITED STATES
$77,263

Low Income Status
Pittsfield

23% of people in Our Community are low income*

OUR COMMUNITY U.S. BENCHMARK

Source: Broadstreet, ACS 2015-2019

compared to 22% of US population
Census Data: Health

Compared to US population:
- No Insurance – 8.8%
- Public Insurance – 32.9%
- Private Insurance – 54.7%

Source: Broadstreet, ACS 2015-2019
COVID-19 Data
COVID Data: Pittsfield

Total Population: 43,927

Total COVID Cases: 1,276

Total COVID Deaths: 130 *
*death total from 2020 & 2021 only.

Source: MA Department of Public Health Covid-19 Response Reporting, October 2022
Vaccination Rate by Race/Ethnicity in Pittsfield

Source: MA Department of Public Health Covid-19 Response Reporting, October 2022
Vaccination Rates By Age in Pittsfield

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Primary Series</th>
<th>First Booster</th>
<th>Second Booster</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 Years (2272)</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>5-11 Years (3163)</td>
<td>50%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>12-15 Years (1977)</td>
<td>70%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>16-19 Years (1965)</td>
<td>79%</td>
<td>40%</td>
<td>1%</td>
</tr>
<tr>
<td>20-29 Years (5669)</td>
<td>66%</td>
<td>28%</td>
<td>1%</td>
</tr>
<tr>
<td>30-49 Years (10327)</td>
<td>83%</td>
<td>43%</td>
<td>4%</td>
</tr>
<tr>
<td>50-64 Years (9593)</td>
<td>91%</td>
<td>61%</td>
<td>19%</td>
</tr>
<tr>
<td>65-74 Years (4959)</td>
<td>96%</td>
<td>81%</td>
<td>40%</td>
</tr>
<tr>
<td>75+ Years (4003)</td>
<td>94%</td>
<td>77%</td>
<td>44%</td>
</tr>
<tr>
<td>Total (43927)</td>
<td>94%</td>
<td>78%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: MA Department of Public Health Covid-19 Response Reporting, October 2022
COVID Community Impact Survey (CCIS)

In the **November 2020**, the MA Department of Public Health implemented the survey to better understand the most pressing health needs facing the Commonwealth due to the pandemic, including the social and economic consequences

- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.

- **In Pittsfield, there were 195 respondents.**

*It is important to note that these findings are only representative of those who participated in the survey and may not be representative of the experiences of everyone in Pittsfield or have good representation from priority populations.*
<table>
<thead>
<tr>
<th>Basic Need Expenses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paying for 1 or more types of expense or bills</td>
<td>56%</td>
</tr>
<tr>
<td>Getting food or groceries</td>
<td>32%</td>
</tr>
<tr>
<td>Getting broadband</td>
<td>20%</td>
</tr>
<tr>
<td>Getting medication</td>
<td>18%</td>
</tr>
</tbody>
</table>
CCIS Data: Pittsfield

Impact on Income and Jobs (N=195)

- % worried about paying mortgage, rent, or utilities related expenses: 47%
- % of employed residents who experienced reduced work hours: 14%
- % of employed residents who experienced job loss: 8%
CCIS Data: Pittsfield

Impact on Health (N=195)

% with 15 or more poor mental health in the past 30 days: 34%

% who had not gotten the medical care that they needed since July of 2020: 15%
CCIS Data: Pittsfield

Substance Use (N=195)

- % used **alcohol** in the past 30 days: 48%
- % of current substance users who said they are now using more substances than before the pandemic: 47%
- % used **marijuana** in the past 30 days: 20%
- % used conventional **tobacco** in the past 30 days: 14%
Pittsfield Profile

413Cares Resources
413Cares Overview

• Central place for up-to-date information about local community services and how to access them

• Input from social service and health care agencies

• Bi-directional referral capability and helpful tools for community-based organizations

• Completely FREE to use

• Funded by Baystate Health and the MA Department of Public Health

• Built on the findhelp.org national platform
Support and Vested Interest for 413Cares

Advisory Board

Funders
Partnerships aim to direct people to specific types of needed resources

- Digital Resources
- Addiction and Recovery Resources
- Food Navigation
- Mentoring
- Breaking Stigma of Substance Use

More partnerships are on the horizon!
413Cares Engagement

As of December 2022

- Users: 17,321
- Searches: 68,681
- Programs Listed: 1,716
- Programs Claimed: 629
## 413Cares Growth

<table>
<thead>
<tr>
<th>Activity</th>
<th>2021</th>
<th>2022</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searches</td>
<td>17,841</td>
<td>31,762</td>
<td>78%</td>
</tr>
<tr>
<td>Users</td>
<td>4,812</td>
<td>8,065</td>
<td>68%</td>
</tr>
<tr>
<td>Programs Added</td>
<td>325</td>
<td>481</td>
<td>48%</td>
</tr>
<tr>
<td>Programs Claimed</td>
<td>113</td>
<td>202</td>
<td>79%</td>
</tr>
</tbody>
</table>
What are people searching for in Pittsfield?

Search categories (all time) in Pittsfield

- Health 31%
- Food 26%
- Goods 3%
- Education 2%
- Legal 2%
- Money 4%
- Transit 3%
- Work 3%
- Housing 14%
- Care 12%

Search terms (all time) in Pittsfield

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>mental health</td>
<td>18</td>
</tr>
<tr>
<td>emergency food</td>
<td>14</td>
</tr>
<tr>
<td>food pantry</td>
<td>14</td>
</tr>
<tr>
<td>food</td>
<td>14</td>
</tr>
<tr>
<td>housing</td>
<td>13</td>
</tr>
<tr>
<td>childcare</td>
<td>11</td>
</tr>
<tr>
<td>brien center</td>
<td>9</td>
</tr>
<tr>
<td>the brien center</td>
<td>9</td>
</tr>
<tr>
<td>food delivery</td>
<td>8</td>
</tr>
<tr>
<td>therapist</td>
<td>8</td>
</tr>
<tr>
<td>provider: ahjzfnlyxijagjl</td>
<td>7</td>
</tr>
<tr>
<td>counseling</td>
<td>7</td>
</tr>
<tr>
<td>mental health, children, teens</td>
<td>6</td>
</tr>
<tr>
<td>help find housing</td>
<td>6</td>
</tr>
<tr>
<td>government food benefits</td>
<td>6</td>
</tr>
</tbody>
</table>
Pittsfield Programs on 413Cares

- **434** programs serving Pittsfield on 413Cares
- **143** programs are claimed

<table>
<thead>
<tr>
<th># of Local Programs</th>
<th>Food</th>
<th>Housing</th>
<th>Goods</th>
<th>Transit</th>
<th>Health</th>
<th>Money</th>
<th>Care</th>
<th>Education</th>
<th>Work</th>
<th>Legal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8</td>
<td>10</td>
<td>3</td>
<td>4</td>
<td>43</td>
<td>15</td>
<td>40</td>
<td>20</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

*Local = Programs that provide services throughout a county, city, or a postal/zip code.*
413Cares Supporting Pittsfield

- Raising awareness of existing services
- Connecting people to needed services and programs
- Connecting service providers to each other
413Cares Resources

• **Schedule trainings** for community providers, offices, stakeholders, and constituent service staff to get more programs claimed and people connected to services
  
  o To schedule a training, contact 413Cares Staff:
    
    - Liv Anna Homstead, LHomstead@publichealthwm.org and
    - Francheska Bermudez, FBermudez@publichealthwm.org

• **Distribute materials** – tip cards, posters
  
  o Available in English and Spanish, and other languages upon request

• **Use the search widget on your site**

413Cares.org
Connecting YOU with Resources
In Western Massachusetts
An Online Community Resource Database
For the 413!
Interested in More Data?

MA COVID Community Impact Survey (CCIS)

For CCIS questions and to submit a request, contact:

Kathleen Szegda
kszegda@publichealthwm.org

Victoria Hill
vhill@publichealthwm.org

www.publichealthwm.org/what-we-do/research-evaluation/reports/COVID-Impact-TA

2021 BHS Community Health Needs Assessment

Contact Us

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QUESTIONS?