

# Community Profile

South Lake  
 310 S Lake Ave, Pasadena, California, 91101  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 34.14046  
 Longitude: -118.13223

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	26,350	194,400	534,468
2010 Total Population	30,647	198,894	538,238
2018 Total Population	32,119	207,862	559,873
2018 Group Quarters	1,286	4,208	8,430
2023 Total Population	33,085	212,927	571,814
2018-2023 Annual Rate	0.59%	0.48%	0.42%
2018 Total Daytime Population	76,705	241,044	539,696
Workers	63,444	141,974	259,926
Residents	13,261	99,070	279,770
<b>Household Summary</b>			
2000 Households	13,910	74,985	186,960
2000 Average Household Size	1.81	2.54	2.81
2010 Households	16,199	78,418	192,146
2010 Average Household Size	1.81	2.48	2.76
2018 Households	16,851	81,608	198,565
2018 Average Household Size	1.83	2.50	2.78
2023 Households	17,304	83,388	202,027
2023 Average Household Size	1.84	2.50	2.79
2018-2023 Annual Rate	0.53%	0.43%	0.35%
2010 Families	6,160	46,623	128,751
2010 Average Family Size	2.65	3.19	3.33
2018 Families	6,447	48,573	133,338
2018 Average Family Size	2.70	3.22	3.37
2023 Families	6,648	49,689	135,921
2023 Average Family Size	2.72	3.24	3.39
2018-2023 Annual Rate	0.62%	0.46%	0.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	14,599	78,085	194,306
Owner Occupied Housing Units	24.1%	45.7%	48.0%
Renter Occupied Housing Units	71.2%	50.3%	48.2%
Vacant Housing Units	4.7%	4.0%	3.8%
2010 Housing Units	17,744	83,993	203,896
Owner Occupied Housing Units	24.0%	44.0%	47.3%
Renter Occupied Housing Units	67.3%	49.3%	46.9%
Vacant Housing Units	8.7%	6.6%	5.8%
2018 Housing Units	18,300	87,609	210,653
Owner Occupied Housing Units	22.4%	41.8%	45.1%
Renter Occupied Housing Units	69.7%	51.4%	49.1%
Vacant Housing Units	7.9%	6.8%	5.7%
2023 Housing Units	18,629	89,355	214,060
Owner Occupied Housing Units	24.6%	44.3%	48.0%
Renter Occupied Housing Units	68.3%	49.0%	46.4%
Vacant Housing Units	7.1%	6.7%	5.6%
<b>Median Household Income</b>			
2018	\$74,962	\$82,254	\$73,861
2023	\$91,506	\$98,729	\$86,440
<b>Median Home Value</b>			
2018	\$618,665	\$839,365	\$710,599
2023	\$670,075	\$870,437	\$749,818
<b>Per Capita Income</b>			
2018	\$56,242	\$49,188	\$38,968
2023	\$68,411	\$58,109	\$45,880
<b>Median Age</b>			
2010	34.5	38.2	38.5
2018	36.1	39.5	39.7
2023	36.4	40.1	40.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	16,851	81,608	198,565
<\$15,000	12.1%	9.3%	9.3%
\$15,000 - \$24,999	5.8%	6.5%	7.7%
\$25,000 - \$34,999	6.1%	6.0%	7.1%
\$35,000 - \$49,999	9.7%	8.8%	10.3%
\$50,000 - \$74,999	16.3%	15.2%	16.1%
\$75,000 - \$99,999	12.5%	12.2%	12.2%
\$100,000 - \$149,999	18.4%	16.8%	16.4%
\$150,000 - \$199,999	8.1%	9.1%	8.4%
\$200,000+	10.9%	16.1%	12.4%
Average Household Income	\$104,011	\$122,975	\$108,099
<b>2023 Households by Income</b>			
Household Income Base	17,304	83,388	202,027
<\$15,000	9.1%	7.2%	7.3%
\$15,000 - \$24,999	4.4%	5.0%	6.1%
\$25,000 - \$34,999	4.6%	4.8%	5.7%
\$35,000 - \$49,999	7.8%	7.4%	9.0%
\$50,000 - \$74,999	15.3%	14.0%	15.3%
\$75,000 - \$99,999	12.3%	12.0%	12.3%
\$100,000 - \$149,999	21.0%	18.3%	18.1%
\$150,000 - \$199,999	10.3%	10.5%	9.9%
\$200,000+	15.2%	20.7%	16.1%
Average Household Income	\$127,770	\$146,091	\$128,089
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	4,096	36,584	95,030
<\$50,000	0.3%	0.2%	0.4%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.4%	0.2%	0.3%
\$200,000 - \$249,999	0.8%	0.4%	0.8%
\$250,000 - \$299,999	3.6%	1.2%	1.5%
\$300,000 - \$399,999	11.5%	5.2%	7.7%
\$400,000 - \$499,999	21.4%	9.7%	13.3%
\$500,000 - \$749,999	25.0%	25.2%	30.7%
\$750,000 - \$999,999	12.4%	21.7%	18.2%
\$1,000,000 - \$1,499,999	11.5%	20.2%	16.6%
\$1,500,000 - \$1,999,999	4.1%	7.5%	5.2%
\$2,000,000 +	8.9%	8.4%	5.1%
Average Home Value	\$829,150	\$985,468	\$858,814
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	4,575	39,613	102,663
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.0%	0.1%
\$200,000 - \$249,999	0.2%	0.1%	0.3%
\$250,000 - \$299,999	1.6%	0.5%	0.8%
\$300,000 - \$399,999	8.1%	3.5%	5.3%
\$400,000 - \$499,999	21.2%	8.6%	11.9%
\$500,000 - \$749,999	27.5%	24.7%	31.5%
\$750,000 - \$999,999	17.5%	25.8%	22.0%
\$1,000,000 - \$1,499,999	12.3%	20.9%	17.6%
\$1,500,000 - \$1,999,999	3.8%	7.6%	5.3%
\$2,000,000 +	7.5%	8.2%	5.1%
Average Home Value	\$844,137	\$1,010,214	\$891,804

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	30,647	198,891	538,242
0 - 4	4.9%	5.7%	5.7%
5 - 9	2.8%	5.4%	5.6%
10 - 14	2.3%	5.5%	6.0%
15 - 24	13.0%	12.1%	13.1%
25 - 34	28.5%	16.3%	14.5%
35 - 44	15.9%	15.1%	14.8%
45 - 54	11.3%	14.7%	15.0%
55 - 64	9.1%	11.6%	12.0%
65 - 74	5.9%	6.9%	6.9%
75 - 84	4.1%	4.4%	4.3%
85 +	2.2%	2.3%	2.2%
18 +	88.7%	79.7%	78.7%
<b>2018 Population by Age</b>			
Total	32,120	207,861	559,874
0 - 4	4.2%	5.1%	5.2%
5 - 9	3.3%	5.3%	5.4%
10 - 14	2.8%	5.5%	5.7%
15 - 24	12.6%	12.0%	12.4%
25 - 34	25.1%	15.5%	14.7%
35 - 44	16.5%	14.0%	13.6%
45 - 54	11.2%	13.5%	13.8%
55 - 64	9.9%	12.7%	13.0%
65 - 74	7.3%	9.1%	9.2%
75 - 84	4.5%	4.7%	4.7%
85 +	2.7%	2.4%	2.3%
18 +	88.1%	80.8%	80.2%
<b>2023 Population by Age</b>			
Total	33,082	212,927	571,813
0 - 4	4.2%	5.2%	5.2%
5 - 9	3.1%	5.0%	5.1%
10 - 14	2.7%	5.1%	5.4%
15 - 24	12.2%	11.0%	11.3%
25 - 34	25.3%	16.3%	15.0%
35 - 44	16.7%	14.3%	14.1%
45 - 54	10.8%	12.7%	13.0%
55 - 64	9.6%	12.4%	12.9%
65 - 74	7.6%	9.8%	10.1%
75 - 84	5.2%	5.6%	5.6%
85 +	2.6%	2.4%	2.4%
18 +	88.5%	81.7%	81.1%
<b>2010 Population by Sex</b>			
Males	15,077	96,107	260,001
Females	15,570	102,787	278,237
<b>2018 Population by Sex</b>			
Males	15,953	100,890	271,519
Females	16,166	106,972	288,355
<b>2023 Population by Sex</b>			
Males	16,499	103,790	278,662
Females	16,586	109,136	293,152

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	30,648	198,894	538,237
White Alone	55.9%	53.8%	44.9%
Black Alone	6.6%	8.0%	5.7%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	25.9%	21.1%	29.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.5%	11.7%	14.5%
Two or More Races	4.6%	4.8%	4.3%
Hispanic Origin	18.6%	30.4%	35.7%
Diversity Index	73.2	80.4	84.1
<b>2018 Population by Race/Ethnicity</b>			
Total	32,120	207,863	559,874
White Alone	52.7%	51.5%	42.9%
Black Alone	6.4%	7.6%	5.5%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	28.4%	22.8%	31.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.9%	12.2%	14.9%
Two or More Races	5.1%	5.3%	4.7%
Hispanic Origin	19.8%	31.7%	36.5%
Diversity Index	75.2	81.7	84.7
<b>2023 Population by Race/Ethnicity</b>			
Total	33,085	212,927	571,815
White Alone	50.7%	50.2%	41.9%
Black Alone	6.2%	7.3%	5.2%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	30.3%	24.1%	32.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.0%	12.3%	14.9%
Two or More Races	5.3%	5.5%	4.8%
Hispanic Origin	20.7%	32.8%	37.3%
Diversity Index	76.3	82.4	84.9
<b>2010 Population by Relationship and Household Type</b>			
Total	30,647	198,894	538,238
In Households	95.9%	97.9%	98.5%
In Family Households	54.5%	77.2%	82.8%
Householder	20.0%	23.5%	24.0%
Spouse	15.1%	17.2%	16.9%
Child	14.4%	28.0%	30.6%
Other relative	3.7%	6.1%	8.4%
Nonrelative	1.2%	2.6%	3.1%
In Nonfamily Households	41.5%	20.7%	15.6%
In Group Quarters	4.1%	2.1%	1.5%
Institutionalized Population	0.2%	0.7%	0.6%
Noninstitutionalized Population	3.9%	1.3%	1.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	24,776	149,858	399,355
Less than 9th Grade	2.4%	6.5%	9.1%
9th - 12th Grade, No Diploma	1.6%	3.9%	6.2%
High School Graduate	6.7%	12.0%	16.3%
GED/Alternative Credential	0.9%	0.9%	1.3%
Some College, No Degree	11.8%	15.2%	16.1%
Associate Degree	5.8%	6.8%	7.0%
Bachelor's Degree	35.1%	29.4%	26.3%
Graduate/Professional Degree	35.7%	25.2%	17.7%
<b>2018 Population 15+ by Marital Status</b>			
Total	28,814	174,757	468,577
Never Married	48.1%	38.7%	38.3%
Married	38.1%	46.8%	47.9%
Widowed	4.0%	5.3%	5.6%
Divorced	9.8%	9.2%	8.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.2%	96.7%	96.4%
Civilian Unemployed (Unemployment Rate)	2.8%	3.3%	3.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	19,219	111,234	287,109
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	3.5%	3.8%	4.4%
Manufacturing	5.5%	5.3%	6.5%
Wholesale Trade	2.2%	2.6%	3.1%
Retail Trade	6.0%	7.4%	8.9%
Transportation/Utilities	3.0%	4.0%	4.8%
Information	5.2%	4.2%	3.9%
Finance/Insurance/Real Estate	8.3%	8.0%	7.3%
Services	60.9%	60.0%	56.5%
Public Administration	5.2%	4.6%	4.3%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	19,219	111,233	287,110
White Collar	86.1%	75.0%	69.1%
Management/Business/Financial	20.0%	19.5%	16.5%
Professional	48.2%	35.1%	29.0%
Sales	8.2%	9.1%	10.1%
Administrative Support	9.5%	11.3%	13.4%
Services	7.7%	14.8%	17.6%
Blue Collar	6.2%	10.2%	13.3%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	1.8%	2.7%	3.2%
Installation/Maintenance/Repair	1.1%	1.6%	2.1%
Production	2.0%	2.7%	3.8%
Transportation/Material Moving	1.1%	3.0%	3.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	30,647	198,894	538,238
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	16,198	78,418	192,147
Households with 1 Person	48.4%	31.5%	25.2%
Households with 2+ People	51.6%	68.5%	74.8%
Family Households	38.0%	59.5%	67.0%
Husband-wife Families	28.8%	43.4%	47.2%
With Related Children	9.9%	20.2%	22.7%
Other Family (No Spouse Present)	9.3%	16.0%	19.8%
Other Family with Male Householder	2.8%	4.5%	5.9%
With Related Children	1.1%	2.1%	2.7%
Other Family with Female Householder	6.4%	11.5%	14.0%
With Related Children	2.7%	6.0%	7.2%
Nonfamily Households	13.6%	9.0%	7.8%
All Households with Children	13.8%	28.7%	33.1%
Multigenerational Households	1.2%	4.5%	6.7%
Unmarried Partner Households	6.9%	6.2%	6.2%
Male-female	5.9%	5.1%	5.1%
Same-sex	0.9%	1.2%	1.1%
<b>2010 Households by Size</b>			
Total	16,198	78,418	192,147
1 Person Household	48.4%	31.5%	25.2%
2 Person Household	33.1%	30.7%	29.0%
3 Person Household	10.4%	15.3%	17.5%
4 Person Household	5.4%	12.5%	14.6%
5 Person Household	1.8%	5.6%	7.1%
6 Person Household	0.5%	2.3%	3.4%
7 + Person Household	0.4%	2.1%	3.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	16,199	78,418	192,146
Owner Occupied	26.2%	47.1%	50.2%
Owned with a Mortgage/Loan	21.3%	36.7%	38.5%
Owned Free and Clear	5.0%	10.5%	11.7%
Renter Occupied	73.8%	52.9%	49.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	17,744	83,993	203,896
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Renters (3B)	Urban Chic (2A)	Pacific Heights (2C)
<b>2.</b>	Trendsetters (3C)	City Lights (8A)	City Lights (8A)
<b>3.</b>	Urban Chic (2A)	Metro Renters (3B)	International Marketplace
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$48,593,821	\$265,161,129	\$564,048,235
Average Spent	\$2,883.74	\$3,249.21	\$2,840.62
Spending Potential Index	133	149	131
Education: Total \$	\$32,237,608	\$188,297,878	\$399,509,908
Average Spent	\$1,913.10	\$2,307.35	\$2,011.99
Spending Potential Index	132	159	139
Entertainment/Recreation: Total \$	\$65,214,207	\$371,062,685	\$794,039,555
Average Spent	\$3,870.05	\$4,546.89	\$3,998.89
Spending Potential Index	120	141	124
Food at Home: Total \$	\$106,583,995	\$581,260,857	\$1,243,152,268
Average Spent	\$6,325.08	\$7,122.60	\$6,260.68
Spending Potential Index	126	142	125
Food Away from Home: Total \$	\$78,669,361	\$419,924,459	\$888,643,492
Average Spent	\$4,668.53	\$5,145.63	\$4,475.33
Spending Potential Index	133	147	127
Health Care: Total \$	\$104,716,705	\$617,934,325	\$1,332,683,022
Average Spent	\$6,214.27	\$7,571.98	\$6,711.57
Spending Potential Index	109	132	117
HH Furnishings & Equipment: Total \$	\$42,700,052	\$241,386,971	\$518,055,732
Average Spent	\$2,533.98	\$2,957.88	\$2,609.00
Spending Potential Index	121	142	125
Personal Care Products & Services: Total \$	\$17,652,301	\$98,041,473	\$209,251,345
Average Spent	\$1,047.55	\$1,201.37	\$1,053.82
Spending Potential Index	127	145	127
Shelter: Total \$	\$381,081,806	\$2,121,672,926	\$4,546,868,487
Average Spent	\$22,614.79	\$25,998.34	\$22,898.64
Spending Potential Index	135	155	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$48,700,468	\$296,393,603	\$634,289,294
Average Spent	\$2,890.06	\$3,631.92	\$3,194.37
Spending Potential Index	116	146	129
Travel: Total \$	\$43,869,368	\$266,960,291	\$580,015,515
Average Spent	\$2,603.37	\$3,271.25	\$2,921.04
Spending Potential Index	121	152	136
Vehicle Maintenance & Repairs: Total \$	\$21,671,111	\$121,748,360	\$262,269,511
Average Spent	\$1,286.04	\$1,491.87	\$1,320.82
Spending Potential Index	120	139	123

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.