

# Demographic and Income Profile

South Lake  
310 S Lake Ave, Pasadena, California, 91101  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 34.14046  
Longitude: -118.13223

Summary	Census 2010	2018	2023
Population	30,647	32,119	33,085
Households	16,199	16,851	17,304
Families	6,160	6,447	6,648
Average Household Size	1.81	1.83	1.84
Owner Occupied Housing Units	4,250	4,104	4,585
Renter Occupied Housing Units	11,949	12,746	12,718
Median Age	34.5	36.1	36.4
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.59%	0.82%	0.83%
Households	0.53%	0.76%	0.79%
Families	0.62%	0.76%	0.71%
Owner HHs	2.24%	1.73%	1.16%
Median Household Income	4.07%	3.25%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	2,043	12.1%	1,570	9.1%
\$15,000 - \$24,999	977	5.8%	761	4.4%
\$25,000 - \$34,999	1,025	6.1%	794	4.6%
\$35,000 - \$49,999	1,638	9.7%	1,345	7.8%
\$50,000 - \$74,999	2,746	16.3%	2,653	15.3%
\$75,000 - \$99,999	2,105	12.5%	2,135	12.3%
\$100,000 - \$149,999	3,108	18.4%	3,634	21.0%
\$150,000 - \$199,999	1,372	8.1%	1,775	10.3%
\$200,000+	1,838	10.9%	2,637	15.2%
Median Household Income	\$74,962		\$91,506	
Average Household Income	\$104,011		\$127,770	
Per Capita Income	\$56,242		\$68,411	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,488	4.9%	1,339	4.2%	1,375	4.2%
5 - 9	844	2.8%	1,060	3.3%	1,015	3.1%
10 - 14	715	2.3%	907	2.8%	897	2.7%
15 - 19	1,269	4.1%	1,288	4.0%	1,303	3.9%
20 - 24	2,716	8.9%	2,750	8.6%	2,729	8.2%
25 - 34	8,736	28.5%	8,064	25.1%	8,370	25.3%
35 - 44	4,865	15.9%	5,313	16.5%	5,519	16.7%
45 - 54	3,462	11.3%	3,595	11.2%	3,577	10.8%
55 - 64	2,792	9.1%	3,179	9.9%	3,171	9.6%
65 - 74	1,808	5.9%	2,337	7.3%	2,519	7.6%
75 - 84	1,265	4.1%	1,431	4.5%	1,732	5.2%
85+	689	2.2%	857	2.7%	875	2.6%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	17,141	55.9%	16,939	52.7%	16,767	50.7%
Black Alone	2,028	6.6%	2,047	6.4%	2,037	6.2%
American Indian Alone	127	0.4%	129	0.4%	129	0.4%
Asian Alone	7,937	25.9%	9,136	28.4%	10,037	30.3%
Pacific Islander Alone	28	0.1%	29	0.1%	29	0.1%
Some Other Race Alone	1,991	6.5%	2,204	6.9%	2,325	7.0%
Two or More Races	1,396	4.6%	1,636	5.1%	1,761	5.3%
Hispanic Origin (Any Race)	5,688	18.6%	6,349	19.8%	6,849	20.7%

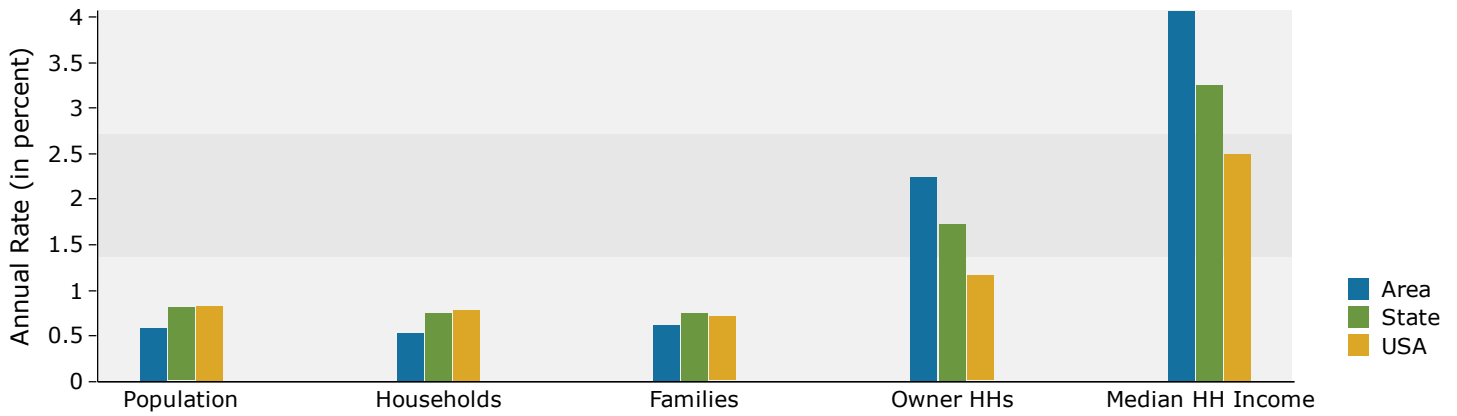
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

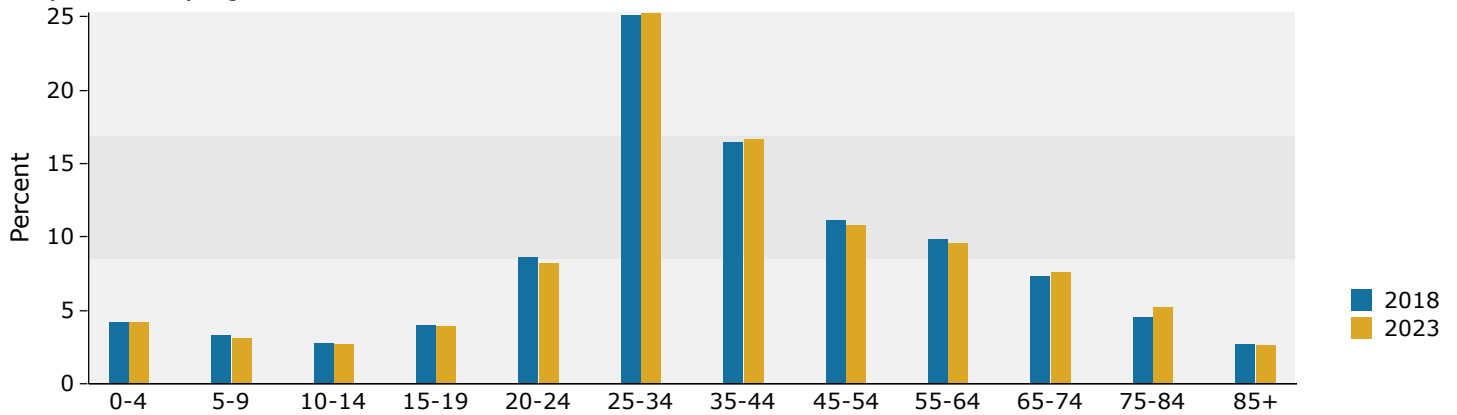
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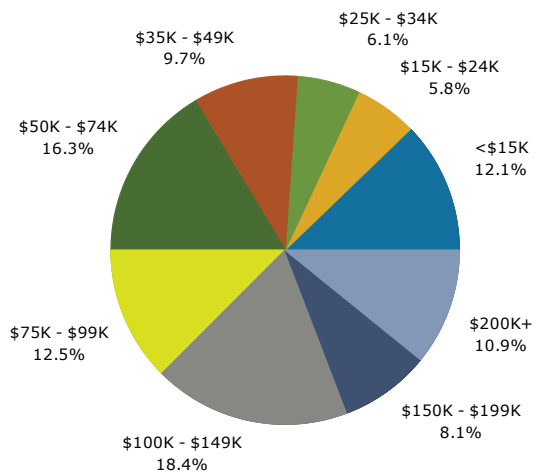
## Trends 2018-2023



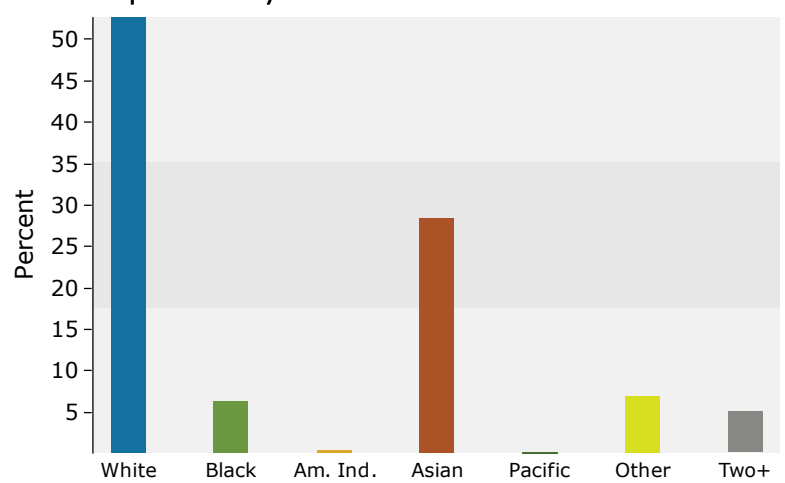
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 19.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

# Demographic and Income Profile

South Lake  
310 S Lake Ave, Pasadena, California, 91101  
Ring: 3 mile radius

Prepared by Esri  
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Summary	Census 2010	2018	2023
Population	198,894	207,862	212,927
Households	78,418	81,608	83,388
Families	46,623	48,573	49,689
Average Household Size	2.48	2.50	2.50
Owner Occupied Housing Units	36,974	36,594	39,625
Renter Occupied Housing Units	41,444	45,014	43,764
Median Age	38.2	39.5	40.1
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.48%	0.82%	0.83%
Households	0.43%	0.76%	0.79%
Families	0.46%	0.76%	0.71%
Owner HHs	1.60%	1.73%	1.16%
Median Household Income	3.72%	3.25%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	7,629	9.3%	6,018	7.2%
\$15,000 - \$24,999	5,268	6.5%	4,208	5.0%
\$25,000 - \$34,999	4,896	6.0%	3,973	4.8%
\$35,000 - \$49,999	7,153	8.8%	6,194	7.4%
\$50,000 - \$74,999	12,383	15.2%	11,716	14.0%
\$75,000 - \$99,999	9,956	12.2%	9,985	12.0%
\$100,000 - \$149,999	13,729	16.8%	15,297	18.3%
\$150,000 - \$199,999	7,418	9.1%	8,763	10.5%
\$200,000+	13,177	16.1%	17,235	20.7%
Median Household Income	\$82,254		\$98,729	
Average Household Income	\$122,975		\$146,091	
Per Capita Income	\$49,188		\$58,109	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,430	5.7%	10,676	5.1%	10,989	5.2%
5 - 9	10,835	5.4%	10,933	5.3%	10,588	5.0%
10 - 14	11,011	5.5%	11,496	5.5%	10,942	5.1%
15 - 19	11,718	5.9%	11,463	5.5%	10,887	5.1%
20 - 24	12,335	6.2%	13,436	6.5%	12,542	5.9%
25 - 34	32,408	16.3%	32,204	15.5%	34,785	16.3%
35 - 44	29,948	15.1%	29,195	14.0%	30,538	14.3%
45 - 54	29,144	14.7%	28,088	13.5%	27,082	12.7%
55 - 64	23,075	11.6%	26,498	12.7%	26,433	12.4%
65 - 74	13,777	6.9%	18,944	9.1%	20,943	9.8%
75 - 84	8,722	4.4%	9,854	4.7%	12,025	5.6%
85+	4,490	2.3%	5,074	2.4%	5,173	2.4%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	106,952	53.8%	107,064	51.5%	106,839	50.2%
Black Alone	15,860	8.0%	15,745	7.6%	15,469	7.3%
American Indian Alone	1,121	0.6%	1,135	0.5%	1,135	0.5%
Asian Alone	41,873	21.1%	47,448	22.8%	51,357	24.1%
Pacific Islander Alone	201	0.1%	207	0.1%	210	0.1%
Some Other Race Alone	23,294	11.7%	25,268	12.2%	26,225	12.3%
Two or More Races	9,593	4.8%	10,996	5.3%	11,692	5.5%
Hispanic Origin (Any Race)	60,394	30.4%	65,869	31.7%	69,784	32.8%

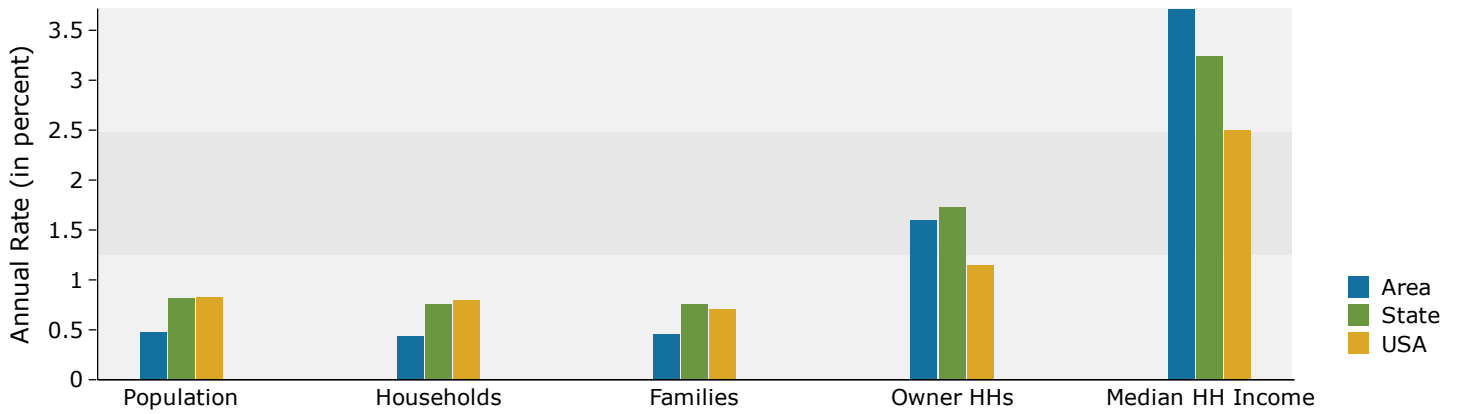
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**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

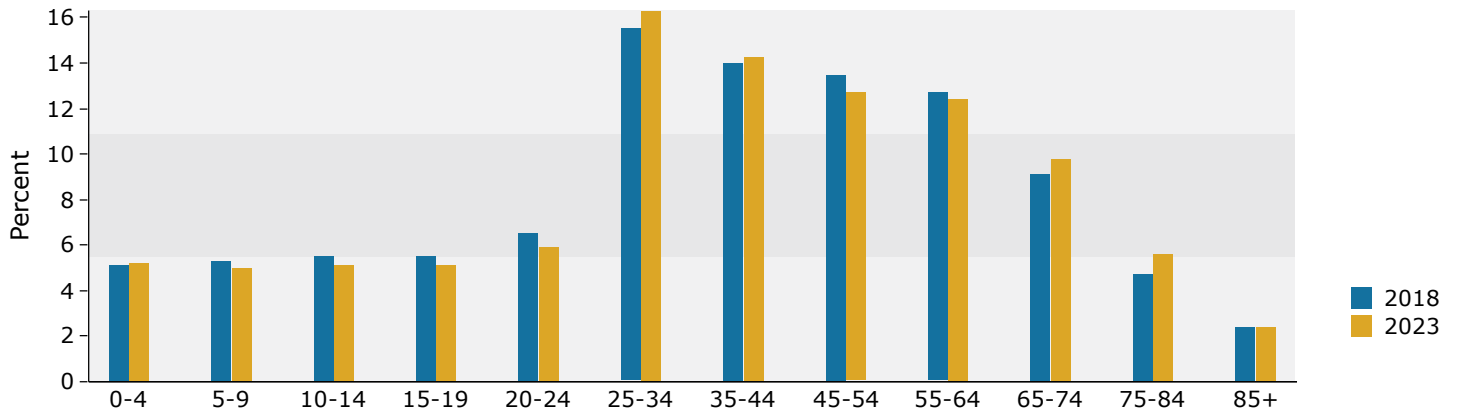
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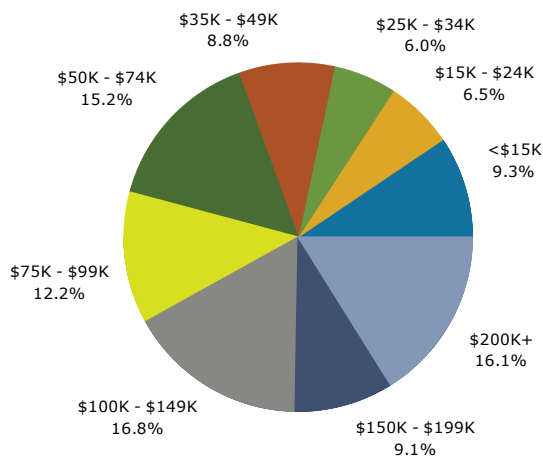
## Trends 2018-2023



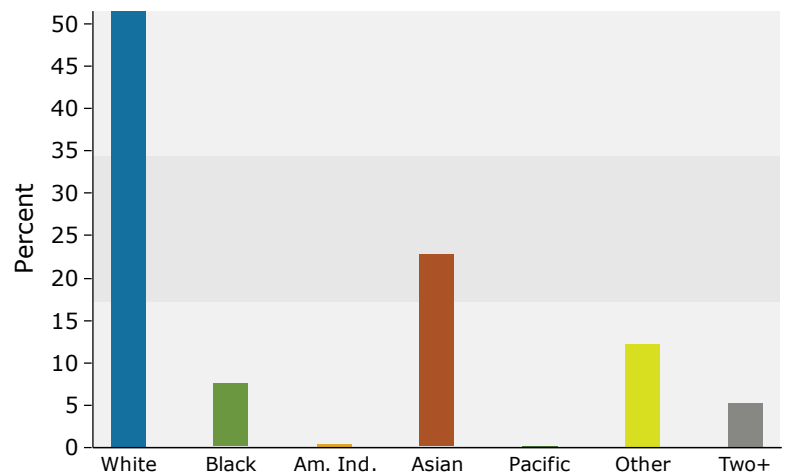
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 31.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

# Demographic and Income Profile

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Summary	Census 2010	2018	2023
Population	538,238	559,873	571,814
Households	192,146	198,565	202,027
Families	128,751	133,338	135,921
Average Household Size	2.76	2.78	2.79
Owner Occupied Housing Units	96,468	95,040	102,675
Renter Occupied Housing Units	95,678	103,526	99,353
Median Age	38.5	39.7	40.7
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.42%	0.82%	0.83%
Households	0.35%	0.76%	0.79%
Families	0.38%	0.76%	0.71%
Owner HHs	1.56%	1.73%	1.16%
Median Household Income	3.20%	3.25%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	18,543	9.3%	14,841	7.3%
\$15,000 - \$24,999	15,200	7.7%	12,411	6.1%
\$25,000 - \$34,999	14,049	7.1%	11,615	5.7%
\$35,000 - \$49,999	20,546	10.3%	18,204	9.0%
\$50,000 - \$74,999	31,995	16.1%	30,944	15.3%
\$75,000 - \$99,999	24,301	12.2%	24,804	12.3%
\$100,000 - \$149,999	32,570	16.4%	36,596	18.1%
\$150,000 - \$199,999	16,765	8.4%	20,031	9.9%
\$200,000+	24,596	12.4%	32,583	16.1%
Median Household Income	\$73,861		\$86,440	
Average Household Income	\$108,099		\$128,089	
Per Capita Income	\$38,968		\$45,880	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	30,546	5.7%	28,985	5.2%	29,537	5.2%
5 - 9	30,161	5.6%	30,273	5.4%	29,082	5.1%
10 - 14	32,234	6.0%	32,037	5.7%	30,788	5.4%
15 - 19	35,299	6.6%	32,928	5.9%	31,292	5.5%
20 - 24	34,942	6.5%	36,295	6.5%	33,315	5.8%
25 - 34	78,298	14.5%	82,233	14.7%	85,579	15.0%
35 - 44	79,908	14.8%	76,265	13.6%	80,774	14.1%
45 - 54	80,482	15.0%	77,090	13.8%	74,436	13.0%
55 - 64	64,324	12.0%	72,912	13.0%	73,751	12.9%
65 - 74	37,115	6.9%	51,517	9.2%	57,759	10.1%
75 - 84	23,285	4.3%	26,251	4.7%	31,935	5.6%
85+	11,644	2.2%	13,088	2.3%	13,565	2.4%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	241,737	44.9%	240,250	42.9%	239,574	41.9%
Black Alone	30,943	5.7%	30,591	5.5%	30,012	5.2%
American Indian Alone	3,648	0.7%	3,635	0.6%	3,592	0.6%
Asian Alone	159,810	29.7%	175,603	31.4%	185,704	32.5%
Pacific Islander Alone	477	0.1%	489	0.1%	497	0.1%
Some Other Race Alone	78,227	14.5%	83,223	14.9%	85,149	14.9%
Two or More Races	23,395	4.3%	26,083	4.7%	27,287	4.8%
Hispanic Origin (Any Race)	192,118	35.7%	204,630	36.5%	213,133	37.3%

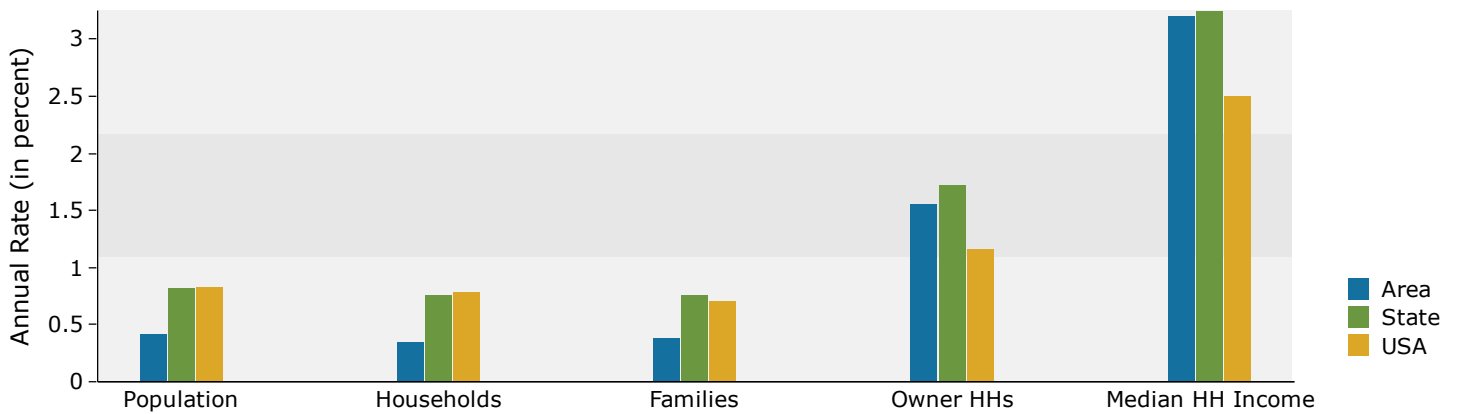
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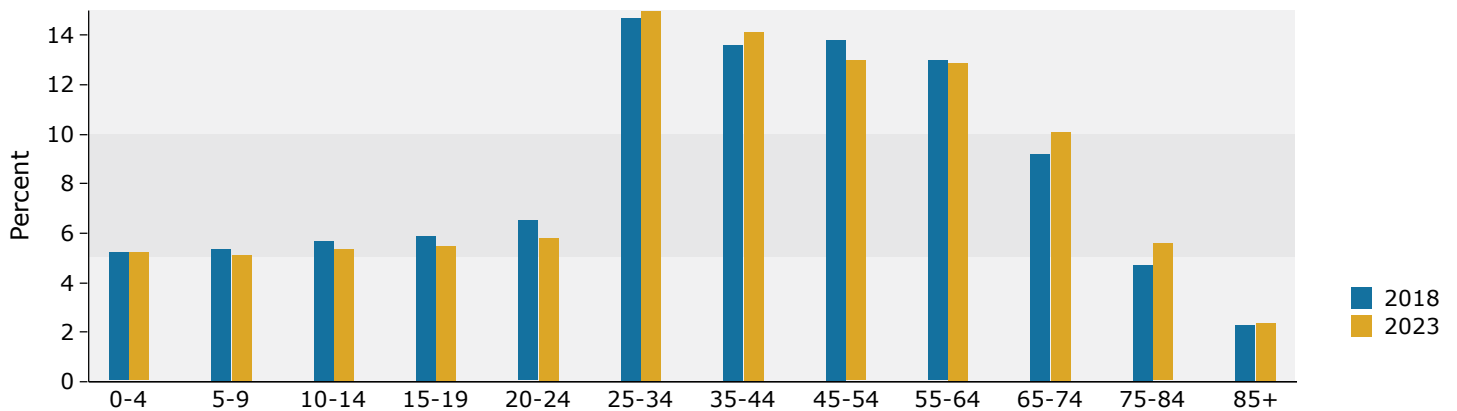
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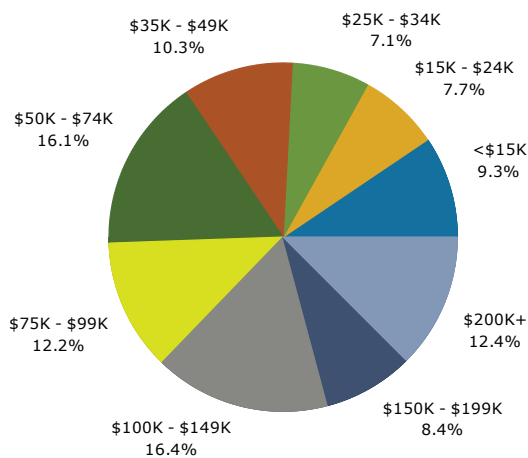
## Trends 2018-2023



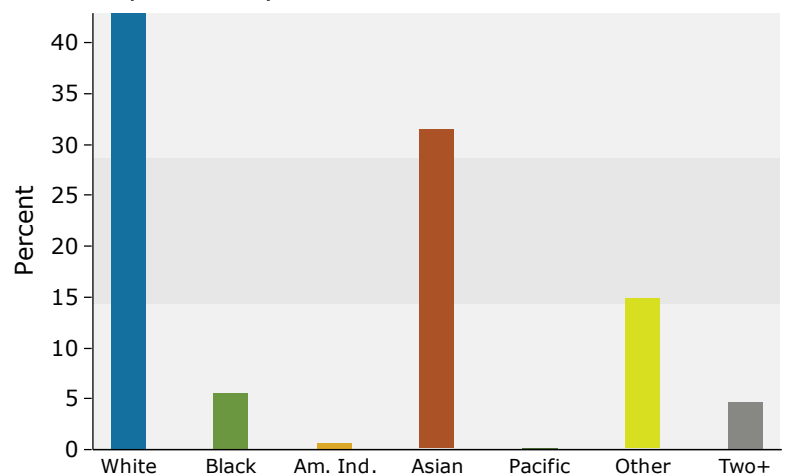
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 36.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.