

# South Pasadena

## Demographics

Summary	Census 2010	2019	2024
Population	4,964	5,344	5,558
Households	3,528	3,439	3,567
Families	1,057	1,193	1,234
Average Household Size	1.46	1.48	1.49
Owner Occupied Housing Units	1,771	1,918	2,045
Renter Occupied Housing Units	1,223	1,521	1,522
Median Age	68.6	70.4	72.0
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.79%	1.37%	0.77%
Households	0.73%	1.31%	0.75%
Families	0.68%	1.26%	0.68%
Average Household Income	2.68%	2.73%	2.66%
Median Household Income	2.12%	2.37%	2.70%

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	65	1.3%	69	1.3%	78	1.4%
5 - 9	55	1.1%	69	1.3%	78	1.4%
10 - 14	50	1.0%	69	1.3%	78	1.4%
15 - 24	149	3.0%	150	2.8%	172	3.1%
25 - 34	253	5.1%	289	5.4%	250	4.5%
35 - 44	223	4.5%	257	4.8%	306	5.5%
45 - 54	457	9.2%	358	6.7%	306	5.5%
55 - 64	809	16.3%	738	13.8%	650	11.7%
65 - 74	1,087	21.9%	1,261	23.6%	1,289	23.2%
75 - 84	1,057	21.3%	1,128	21.1%	1,367	24.6%
85 +	755	15.2%	962	18.0%	978	17.6%
18 +	4,770	96.1%	5,094	95.3%	5,280	95.0%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,756	95.8%	5,066	94.8%	5,230	94.1%
Black Alone	89	1.8%	102	1.9%	117	2.1%
American Indian Alone	5	0.1%	5	0.1%	6	0.1%
Asian Alone	55	1.1%	86	1.6%	106	1.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	30	0.6%	43	0.8%	50	0.9%
Two or More Races	30	0.6%	37	0.7%	44	0.8%
Hispanic Origin (Any Race)	159	3.2%	230	4.3%	289	5.2%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	471	13.7%	425	11.9%
\$15,000 - \$24,999	567	16.5%	528	14.8%
\$25,000 - \$34,999	440	12.8%	421	11.8%
\$35,000 - \$49,999	547	15.9%	567	15.9%
\$50,000 - \$74,999	526	15.3%	557	15.6%
\$75,000 - \$99,999	330	9.6%	375	10.5%
\$100,000 - \$149,999	327	9.5%	392	11.0%
\$150,000 - \$199,999	86	2.5%	125	3.5%
\$200,000+	148	4.3%	182	5.1%
Median Household Income		\$40,433		\$44,910
Average Household Income		\$64,115		\$73,193
Per Capita Income		\$40,801		\$46,506

## 2019 Daytime Population

Workers	Residents	Total	Net Commuters
3,166	3,734	6,900	1,522

Source: Esri Community Analyst

## Demographics (cont.)

2019 Disposable Income by Age of Householder	Number of Households							All Households
	<25	25-34	35-44	45-54	55-64	65-74	75+	
Total	47	162	165	231	467	849	1,512	3,440
<\$15,000	5	14	11	23	72	152	305	582
\$15,000-\$24,999	9	22	13	21	57	146	381	650
\$25,000-\$34,999	10	24	26	36	59	109	197	463
\$35,000-\$49,999	12	38	40	49	78	130	178	526
\$50,000-\$74,999	9	33	34	38	101	145	206	566
\$75,000-\$99,999	1	15	19	23	45	57	104	264
\$100,000-\$149,999	0	12	12	22	32	61	83	222
\$150,000-\$199,999	0	2	6	8	11	27	34	89
\$200,000+	1	2	4	11	12	22	24	78
Median Disposable Income	\$34,305	\$41,752	\$46,178	\$44,657	\$42,478	\$36,478	\$27,889	\$35,506
Average Disposable Income	\$40,670	\$53,679	\$63,075	\$67,609	\$57,014	\$53,929	\$45,580	\$51,733

2019 Net Worth by Age of Householder	Number of Households							All Households
	<25	25-34	35-44	45-54	55-64	65-74	75+	
Total	47	162	164	232	468	849	1,514	3,438
<\$15,000	39	101	70	73	119	159	186	747
\$15,000-\$34,999	4	30	35	43	43	80	76	312
\$35,000-\$49,999	1	9	10	17	32	37	42	148
\$50,000-\$74,999	1	8	11	13	27	61	113	233
\$75,000-\$99,999	1	5	8	15	24	39	106	199
\$100,000-\$149,999	0	4	10	16	41	72	87	231
\$150,000-\$249,999	0	1	11	22	59	105	159	357
\$250,000-\$499,999	1	2	5	15	52	94	192	361
\$500,000-\$999,999	0	2	2	8	24	73	155	263
\$1,000,000+	0	0	2	10	47	129	398	587
Median Net Worth	\$9,038	\$12,030	\$19,231	\$35,000	\$87,327	\$130,425	\$239,671	\$114,363
Average Net Worth	\$23,774	\$38,475	\$109,256	\$285,444	\$661,611	\$927,464	\$1,317,189	\$925,761

2019 Highest Completed Education (Age 25+)	Area		MSA Percentage	Florida Percentage	USA Percentage
	Number	Percentage			
Less than 9th Grade	75	1.5%	3.5%	4.5%	4.9%
9th - 12th Grade, No Diploma	209	4.2%	6.3%	6.6%	6.7%
High School Graduate	1,261	25.3%	24.5%	24.6%	23.1%
GED/Alternative Credential	110	2.2%	4.3%	4.1%	3.9%
Some College, No Degree	1,281	25.7%	20.2%	19.6%	20.2%
Associate Degree	269	5.4%	10.4%	10.2%	8.6%
Bachelor's Degree	1,101	22.1%	19.8%	19.3%	20.0%
Graduate/Professional Degree	678	13.6%	10.9%	11.0%	12.5%
Bachelor's Degree or Higher	1,779	35.7%	30.7%	30.3%	32.5%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		Percentage
			Number	Percentage	
Agriculture/Mining	36	2.2%	<b>White Collar</b>		65.7%
Construction	33	2.0%	Management/Business/Financial		12.3%
Manufacturing	140	8.5%	Professional		22.3%
Wholesale Trade	23	1.4%	Sales		13.8%
Retail Trade	215	13.1%	Administrative Support		17.3%
Transportation/Utilities	25	1.5%	<b>Services</b>		27.1%
Information	0	0.0%	<b>Blue Collar</b>		7.3%
Finance/Insurance/Real Estate	79	4.8%	Farming/Forestry/Fishing		2.8%
Services	1,069	65.0%	Construction/Extraction		1.6%
Public Administration	23	1.4%	Installation/Maintenance/Repair		0.1%
			Production		2.4%
Employed Population	1,642		Transportation/Material Moving		0.4%

Source: Esri Community Analyst

## Business Summary (2019)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	3	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	11	3.6%	79	2.5%
Manufacturing	8	2.6%	41	1.3%
Wholesale Trade	4	1.3%	18	0.6%
Retail Trade	50	16.4%	420	13.0%
Motor Vehicle & Parts Dealers	4	1.3%	53	1.6%
Furniture & Home Furnishings Stores	3	1.0%	7	0.2%
Electronics & Appliance Stores	3	1.0%	10	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.3%	12	0.4%
Food & Beverage Stores	9	3.0%	201	6.2%
Health & Personal Care Stores	8	2.6%	33	1.0%
Gasoline Stations	2	0.7%	14	0.4%
Clothing & Clothing Accessories Stores	8	2.6%	28	0.9%
Sport Goods, Hobby, Book, & Music Stores	2	0.7%	13	0.4%
General Merchandise Stores	1	0.3%	9	0.3%
Miscellaneous Store Retailers	9	3.0%	40	1.2%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	1.0%	77	2.4%
Information	3	1.0%	9	0.3%
Finance & Insurance	13	4.3%	374	11.6%
Central Bank/Credit Intermediation & Related Activities	7	2.3%	58	1.8%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	3	1.0%	307	9.5%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	1.0%	9	0.3%
Real Estate, Rental & Leasing	22	7.2%	91	2.8%
Professional, Scientific & Tech Services	30	9.9%	272	8.4%
Legal Services	12	3.9%	88	2.7%
Management of Companies & Enterprises	2	0.7%	8	0.2%
Administrative & Support & Waste Management & Educational Services	6	2.0%	47	1.5%
Educational Services	1	0.3%	8	0.2%
Health Care & Social Assistance	44	14.5%	1,353	42.0%
Arts, Entertainment & Recreation	8	2.6%	59	1.8%
Accommodation & Food Services	21	6.9%	248	7.7%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	21	6.9%	248	7.7%
Other Services (except Public Administration)	21	6.9%	64	2.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	5	16.8%	45	1.4%
Unclassified Establishments	51	16.8%	4	0.1%
<b>Total</b>	<b>304</b>		<b>3,220</b>	

Source: Esri Community Analyst