

# South Pasadena

## Demographics

Summary	Census 2010	2018	2023
Population	4,964	5,245	5,457
Households	3,233	3,376	3,499
Families	1,057	1,171	1,211
Average Household Size	1.46	1.48	1.49
Owner Occupied Housing Units	1,771	1,767	1,902
Renter Occupied Housing Units	1,410	1,606	1,599
Median Age	68.6	70.2	71.8
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.80%	1.41%	0.83%
Households	0.72%	1.36%	0.79%
Families	0.67%	1.30%	0.71%
Owner HHs	1.49%	1.92%	1.13%
Median Household Income	3.14%	2.52%	2.50%

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	65	1.3%	68	1.3%	76	1.4%
5 - 9	55	1.1%	68	1.3%	76	1.4%
10 - 14	50	1.0%	68	1.3%	76	1.4%
15 - 24	149	3.0%	142	2.7%	169	3.1%
25 - 34	253	5.1%	283	5.4%	251	4.6%
35 - 44	223	4.5%	246	4.7%	289	5.3%
45 - 54	457	9.2%	367	7.0%	311	5.7%
55 - 64	809	16.3%	745	14.2%	655	12.0%
65 - 74	1,087	21.9%	1,227	23.4%	1,293	23.7%
75 - 84	1,057	21.3%	1,091	20.8%	1,304	23.9%
85 +	755	15.2%	938	17.9%	960	17.6%
18 +	4,770	96.1%	5,002	95.4%	5,182	95.0%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,756	95.8%	4,978	94.9%	5,146	94.3%
Black Alone	89	1.8%	100	1.9%	109	2.0%
American Indian Alone	5	0.1%	5	0.1%	5	0.1%
Asian Alone	55	1.1%	84	1.6%	104	1.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	30	0.6%	37	0.7%	49	0.9%
Two or More Races	30	0.6%	37	0.7%	44	0.8%
Hispanic Origin (Any Race)	159	3.2%	210	4.0%	267	4.9%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	479	14.2%	399	11.4%
\$15,000 - \$24,999	635	18.8%	553	15.8%
\$25,000 - \$34,999	503	14.9%	465	13.3%
\$35,000 - \$49,999	550	16.3%	563	16.1%
\$50,000 - \$74,999	520	15.4%	591	16.9%
\$75,000 - \$99,999	287	8.5%	357	10.2%
\$100,000 - \$149,999	223	6.6%	308	8.8%
\$150,000 - \$199,999	41	1.2%	56	1.6%
\$200,000+	138	4.1%	199	5.7%
Median Household Income	\$36,416		\$42,496	
Average Household Income	\$58,465		\$71,753	
Per Capita Income	\$38,890		\$47,127	

## Demographics (cont.)

### 2018 Households by Disposable Income

	Number	Percent
Total	3,375	100.0%
<\$15,000	598	17.7%
\$15,000-\$24,999	699	20.7%
\$25,000-\$34,999	550	16.3%
\$35,000-\$49,999	524	15.5%
\$50,000-\$74,999	500	14.8%
\$75,000-\$99,999	213	6.3%
\$100,000-\$149,999	151	4.5%
\$150,000-\$199,999	65	1.9%
\$200,000+	75	2.2%
Median Disposable Income	\$31,396	
Average Disposable Income	\$47,047	

### 2018 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	46	159	158	239	473	827	1,473
<\$15,000	6	15	13	26	83	145	309
\$15,000-\$24,999	9	24	16	34	69	166	382
\$25,000-\$34,999	8	29	25	28	60	131	269
\$35,000-\$49,999	10	34	28	40	74	129	209
\$50,000-\$74,999	10	30	28	43	88	124	177
\$75,000-\$99,999	2	13	19	24	39	61	55
\$100,000-\$149,999	1	9	13	21	33	40	34
\$150,000-\$199,999	0	2	9	9	12	13	20
\$200,000+	0	3	7	14	15	18	18
Median Disposable Income	\$35,000	\$38,797	\$47,847	\$45,902	\$38,892	\$32,243	\$26,225
Average Disposable Income	\$39,492	\$50,957	\$68,497	\$67,739	\$55,709	\$47,756	\$38,023

### 2018 Households by Net Worth

	Number	Percent
Total	3,375	100.0%
<\$15,000	865	25.6%
\$15,000-\$34,999	307	9.1%
\$35,000-\$49,999	152	4.5%
\$50,000-\$74,999	239	7.1%
\$75,000-\$99,999	199	5.9%
\$100,000-\$149,999	261	7.7%
\$150,000-\$249,999	366	10.8%
\$250,000-\$499,999	423	12.5%
\$500,000+	563	16.7%
Median Net Worth	\$89,435	
Average Net Worth	\$899,213	

### 2018 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	46	158	157	238	474	826	1,474
<\$15,000	40	108	72	96	135	167	247
\$15,000-\$34,999	5	28	28	36	48	70	92
\$35,000-\$49,999	1	7	8	15	29	38	52
\$50,000-\$99,999	0	9	21	26	52	102	228
\$100,000-\$149,999	0	2	6	18	44	71	120
\$150,000-\$249,999	0	2	9	17	55	123	161
\$250,000+	0	2	13	30	111	255	574
Median Net Worth	\$8,625	\$10,972	\$17,756	\$25,031	\$68,458	\$121,758	\$148,911
Average Net Worth	\$16,225	\$32,986	\$188,664	\$343,606	\$800,525	\$941,142	\$1,194,474

# Business Summary (2018)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.4%	3	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	8	3.2%	72	2.3%
Manufacturing	7	2.8%	33	1.1%
Wholesale Trade	3	1.2%	15	0.5%
Retail Trade	44	17.7%	396	12.7%
Motor Vehicle & Parts Dealers	3	1.2%	48	1.5%
Furniture & Home Furnishings Stores	4	1.6%	8	0.3%
Electronics & Appliance Stores	2	0.8%	7	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.8%	13	0.4%
Food & Beverage Stores	8	3.2%	186	6.0%
Health & Personal Care Stores	8	3.2%	33	1.1%
Gasoline Stations	3	1.2%	29	0.9%
Clothing & Clothing Accessories Stores	5	2.0%	16	0.5%
Sport Goods, Hobby, Book, & Music Stores	2	0.8%	13	0.4%
General Merchandise Stores	1	0.4%	9	0.3%
Miscellaneous Store Retailers	6	2.4%	34	1.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	1.2%	77	2.5%
Information	3	1.2%	9	0.3%
Finance & Insurance	8	3.2%	348	11.2%
Central Bank/Credit Intermediation & Related Activities	5	2.0%	43	1.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.4%	300	9.6%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	2	0.8%	5	0.2%
Real Estate, Rental & Leasing	18	7.3%	79	2.5%
Professional, Scientific & Tech Services	27	10.9%	241	7.7%
Legal Services	13	5.2%	91	2.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Educational Services	6	2.4%	46	1.5%
Educational Services	2	0.8%	7	0.2%
Health Care & Social Assistance	43	17.3%	1,355	43.5%
Arts, Entertainment & Recreation	7	2.8%	57	1.8%
Accommodation & Food Services	20	8.1%	242	7.8%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	20	8.1%	242	7.8%
Other Services (except Public Administration)	22	8.9%	64	2.1%
Automotive Repair & Maintenance	1	0.4%	2	0.1%
Public Administration	6	2.4%	69	2.2%
Unclassified Establishments	20	8.1%	0	0.0%
Total	248	100.0%	3,113	100.0%