**South Pasadena**

## Demographics

<table>
<thead>
<tr>
<th>Summary</th>
<th>Census 2010</th>
<th>2019</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>4,964</td>
<td>5,344</td>
<td>5,558</td>
</tr>
<tr>
<td>Households</td>
<td>3,528</td>
<td>3,439</td>
<td>3,567</td>
</tr>
<tr>
<td>Families</td>
<td>1,057</td>
<td>1,193</td>
<td>1,234</td>
</tr>
<tr>
<td>Average Household Size</td>
<td>1.46</td>
<td>1.48</td>
<td>1.49</td>
</tr>
<tr>
<td>Owner Occupied Housing Units</td>
<td>1,771</td>
<td>1,918</td>
<td>2,045</td>
</tr>
<tr>
<td>Renter Occupied Housing Units</td>
<td>1,223</td>
<td>1,521</td>
<td>1,522</td>
</tr>
<tr>
<td>Median Age</td>
<td>68.6</td>
<td>70.4</td>
<td>72.0</td>
</tr>
</tbody>
</table>

**Trends: 2019 - 2024 Annual Rate**

<table>
<thead>
<tr>
<th>Area</th>
<th>State</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>0.79%</td>
<td>1.37%</td>
</tr>
<tr>
<td>Households</td>
<td>0.73%</td>
<td>1.31%</td>
</tr>
<tr>
<td>Families</td>
<td>0.68%</td>
<td>1.26%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>2.68%</td>
<td>2.73%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>2.12%</td>
<td>2.37%</td>
</tr>
</tbody>
</table>

### Population by Age

<table>
<thead>
<tr>
<th>Census 2010</th>
<th>2019</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>0 - 4</td>
<td>1.3%</td>
<td>69</td>
</tr>
<tr>
<td>5 - 9</td>
<td>1.1%</td>
<td>69</td>
</tr>
<tr>
<td>10 - 14</td>
<td>1.0%</td>
<td>69</td>
</tr>
<tr>
<td>15 - 24</td>
<td>3.0%</td>
<td>150</td>
</tr>
<tr>
<td>25 - 34</td>
<td>5.1%</td>
<td>289</td>
</tr>
<tr>
<td>35 - 44</td>
<td>4.5%</td>
<td>257</td>
</tr>
<tr>
<td>45 - 54</td>
<td>9.2%</td>
<td>358</td>
</tr>
<tr>
<td>55 - 64</td>
<td>16.3%</td>
<td>738</td>
</tr>
<tr>
<td>65 - 74</td>
<td>21.9%</td>
<td>1,261</td>
</tr>
<tr>
<td>75 - 84</td>
<td>21.3%</td>
<td>1,128</td>
</tr>
<tr>
<td>85 +</td>
<td>15.2%</td>
<td>962</td>
</tr>
<tr>
<td>18 +</td>
<td>96.1%</td>
<td>5,094</td>
</tr>
</tbody>
</table>

### Race and Ethnicity

<table>
<thead>
<tr>
<th>Census 2010</th>
<th>2019</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>White Alone</td>
<td>4,756</td>
<td>95.8%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>89</td>
<td>1.8%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td>5</td>
<td>0.1%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>55</td>
<td>1.1%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>30</td>
<td>0.6%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>30</td>
<td>0.6%</td>
</tr>
<tr>
<td>Hispanic Origin (Any Race)</td>
<td>159</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

### Households by Income

<table>
<thead>
<tr>
<th>Census 2019</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>&lt;$15,000</td>
<td>13.7%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>16.5%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>12.8%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>15.9%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>15.3%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>9.6%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>9.5%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>2.5%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

### Median Household Income

- **2019**: $40,433
- **2024**: $44,910

**Average Household Income**

- **2019**: $64,115
- **2024**: $73,193

**Per Capita Income**

- **2019**: $40,801
- **2024**: $46,506

### 2019 Daytime Population

<table>
<thead>
<tr>
<th>Workers</th>
<th>Residents</th>
<th>Total</th>
<th>Net Commuters</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,166</td>
<td>3,734</td>
<td>6,900</td>
<td>1,522</td>
</tr>
</tbody>
</table>

Source: Esri Community Analyst
## Demographics (cont.)

### 2019 Disposable Income by Age of Householder

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

### 2019 Net Worth by Age of Householder

<table>
<thead>
<tr>
<th>Number of Households</th>
<th>&lt;25</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
<th>75+</th>
<th>All Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>47</td>
<td>162</td>
<td>165</td>
<td>231</td>
<td>467</td>
<td>849</td>
<td>1,514</td>
<td>3,438</td>
</tr>
<tr>
<td>&lt;$15,000</td>
<td>39</td>
<td>101</td>
<td>70</td>
<td>119</td>
<td>159</td>
<td>197</td>
<td>42</td>
<td>148</td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td>4</td>
<td>30</td>
<td>35</td>
<td>80</td>
<td>80</td>
<td>80</td>
<td>80</td>
<td>312</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>1</td>
<td>9</td>
<td>10</td>
<td>37</td>
<td>37</td>
<td>37</td>
<td>37</td>
<td>148</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>1</td>
<td>8</td>
<td>11</td>
<td>61</td>
<td>61</td>
<td>61</td>
<td>61</td>
<td>233</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>1</td>
<td>5</td>
<td>8</td>
<td>39</td>
<td>39</td>
<td>39</td>
<td>39</td>
<td>199</td>
</tr>
<tr>
<td>$50,000-$69,999</td>
<td>0</td>
<td>4</td>
<td>10</td>
<td>72</td>
<td>72</td>
<td>72</td>
<td>72</td>
<td>231</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>0</td>
<td>1</td>
<td>11</td>
<td>105</td>
<td>105</td>
<td>105</td>
<td>105</td>
<td>357</td>
</tr>
<tr>
<td>$70,000-$89,999</td>
<td>0</td>
<td>2</td>
<td>5</td>
<td>94</td>
<td>94</td>
<td>94</td>
<td>94</td>
<td>361</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>73</td>
<td>73</td>
<td>73</td>
<td>73</td>
<td>263</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>129</td>
<td>129</td>
<td>129</td>
<td>129</td>
<td>587</td>
</tr>
<tr>
<td>Median Net Worth</td>
<td>$9,038</td>
<td>$12,030</td>
<td>$19,231</td>
<td>$35,000</td>
<td>$87,327</td>
<td>$130,425</td>
<td>$239,671</td>
<td>$114,363</td>
</tr>
<tr>
<td>Average Net Worth</td>
<td>$23,774</td>
<td>$38,475</td>
<td>$109,256</td>
<td>$285,444</td>
<td>$661,611</td>
<td>$927,464</td>
<td>$1,317,189</td>
<td>$925,761</td>
</tr>
</tbody>
</table>

### 2019 Highest Completed Education (Age 25+)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Area Percentage</th>
<th>MSA Percentage</th>
<th>Florida Percentage</th>
<th>USA Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 9th Grade</td>
<td>75%</td>
<td>3.5%</td>
<td>4.5%</td>
<td>4.9%</td>
</tr>
<tr>
<td>9th - 12th Grade, No Diploma</td>
<td>209</td>
<td>6.3%</td>
<td>6.6%</td>
<td>6.7%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>1,261</td>
<td>24.5%</td>
<td>24.6%</td>
<td>23.1%</td>
</tr>
<tr>
<td>GED/Alternative Credential</td>
<td>110</td>
<td>4.3%</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>1,281</td>
<td>20.2%</td>
<td>19.6%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>269</td>
<td>10.4%</td>
<td>10.2%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>1,101</td>
<td>19.8%</td>
<td>19.3%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Graduate/Professional Degree</td>
<td>678</td>
<td>10.9%</td>
<td>11.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Bachelor's Degree or Higher</td>
<td>1,779</td>
<td>30.7%</td>
<td>30.3%</td>
<td>32.5%</td>
</tr>
</tbody>
</table>

### Resident Workforce

#### Population by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture/Mining</td>
<td>36</td>
<td>2.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>33</td>
<td>2.0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>140</td>
<td>8.5%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>23</td>
<td>1.4%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>215</td>
<td>13.1%</td>
</tr>
<tr>
<td>Transportation/Utilities</td>
<td>25</td>
<td>1.5%</td>
</tr>
<tr>
<td>Information</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Finance/Insurance/Real Estate</td>
<td>79</td>
<td>4.8%</td>
</tr>
<tr>
<td>Services</td>
<td>1,069</td>
<td>65.0%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>23</td>
<td>1.4%</td>
</tr>
<tr>
<td>Employed Population</td>
<td>1,642</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### Population by Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Collar</td>
<td>1,081</td>
<td>65.7%</td>
</tr>
<tr>
<td>Management/Business/Financial</td>
<td>202</td>
<td>12.3%</td>
</tr>
<tr>
<td>Professional</td>
<td>367</td>
<td>22.3%</td>
</tr>
<tr>
<td>Sales</td>
<td>227</td>
<td>13.8%</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>285</td>
<td>17.3%</td>
</tr>
<tr>
<td>Services</td>
<td>446</td>
<td>27.1%</td>
</tr>
<tr>
<td>Blue Collar</td>
<td>120</td>
<td>7.3%</td>
</tr>
<tr>
<td>Farming/Forestry/Fishing</td>
<td>46</td>
<td>2.8%</td>
</tr>
<tr>
<td>Construction/Extraction</td>
<td>26</td>
<td>1.6%</td>
</tr>
<tr>
<td>Installation/Maintenance/Repair</td>
<td>2</td>
<td>0.1%</td>
</tr>
<tr>
<td>Production</td>
<td>39</td>
<td>2.4%</td>
</tr>
<tr>
<td>Transportation/Material Moving</td>
<td>7</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Source: Esri Community Analyst
## Business Summary (2019)

<table>
<thead>
<tr>
<th>Business Category</th>
<th>Businesses</th>
<th>Percent</th>
<th>Employees</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishing &amp; Hunting</td>
<td>1</td>
<td>0.3%</td>
<td>3</td>
<td>0.1%</td>
</tr>
<tr>
<td>Mining</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Utilities</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>11</td>
<td>3.6%</td>
<td>79</td>
<td>2.5%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8</td>
<td>2.6%</td>
<td>41</td>
<td>1.3%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>4</td>
<td>1.3%</td>
<td>18</td>
<td>0.6%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>50</td>
<td>16.4%</td>
<td>420</td>
<td>13.0%</td>
</tr>
<tr>
<td>Motor Vehicle &amp; Parts Dealers</td>
<td>4</td>
<td>1.3%</td>
<td>53</td>
<td>1.6%</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings Stores</td>
<td>3</td>
<td>1.0%</td>
<td>7</td>
<td>0.2%</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>3</td>
<td>1.0%</td>
<td>10</td>
<td>0.3%</td>
</tr>
<tr>
<td>Bldg. Material &amp; Garden Equipment &amp; Supplies Dealers</td>
<td>1</td>
<td>0.3%</td>
<td>12</td>
<td>0.4%</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>9</td>
<td>3.0%</td>
<td>201</td>
<td>6.2%</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>8</td>
<td>2.6%</td>
<td>33</td>
<td>1.0%</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>2</td>
<td>0.7%</td>
<td>14</td>
<td>0.4%</td>
</tr>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>8</td>
<td>2.6%</td>
<td>28</td>
<td>0.9%</td>
</tr>
<tr>
<td>Sport Goods, Hobby, Book, &amp; Music Stores</td>
<td>2</td>
<td>0.7%</td>
<td>13</td>
<td>0.4%</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>1</td>
<td>0.3%</td>
<td>9</td>
<td>0.3%</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>9</td>
<td>3.0%</td>
<td>40</td>
<td>1.2%</td>
</tr>
<tr>
<td>Nonstore Retailers</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>3</td>
<td>1.0%</td>
<td>77</td>
<td>2.4%</td>
</tr>
<tr>
<td>Information</td>
<td>3</td>
<td>1.0%</td>
<td>9</td>
<td>0.3%</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>13</td>
<td>4.3%</td>
<td>374</td>
<td>11.6%</td>
</tr>
<tr>
<td>Central Bank/Credit Intermediation &amp; Related Activities</td>
<td>7</td>
<td>2.3%</td>
<td>58</td>
<td>1.8%</td>
</tr>
<tr>
<td>Securities, Commodity Contracts &amp; Other Financial Investments &amp; Other Related Activities</td>
<td>3</td>
<td>1.0%</td>
<td>307</td>
<td>9.5%</td>
</tr>
<tr>
<td>Insurance Carriers &amp; Related Activities; Funds, Trusts &amp; Other Financial Vehicles</td>
<td>3</td>
<td>1.0%</td>
<td>9</td>
<td>0.3%</td>
</tr>
<tr>
<td>Real Estate, Rental &amp; Leasing</td>
<td>22</td>
<td>7.2%</td>
<td>91</td>
<td>2.8%</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Tech Services</td>
<td>30</td>
<td>9.9%</td>
<td>272</td>
<td>8.4%</td>
</tr>
<tr>
<td>Legal Services</td>
<td>12</td>
<td>3.9%</td>
<td>88</td>
<td>2.7%</td>
</tr>
<tr>
<td>Management of Companies &amp; Enterprises</td>
<td>2</td>
<td>0.7%</td>
<td>8</td>
<td>0.2%</td>
</tr>
<tr>
<td>Administrative &amp; Support &amp; Waste Management &amp; Educational Services</td>
<td>6</td>
<td>2.0%</td>
<td>47</td>
<td>1.5%</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>44</td>
<td>14.5%</td>
<td>1,353</td>
<td>42.0%</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; Recreation</td>
<td>8</td>
<td>2.6%</td>
<td>59</td>
<td>1.8%</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>21</td>
<td>6.9%</td>
<td>248</td>
<td>7.7%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>21</td>
<td>6.9%</td>
<td>248</td>
<td>7.7%</td>
</tr>
<tr>
<td>Other Services (except Public Administration)</td>
<td>21</td>
<td>6.9%</td>
<td>64</td>
<td>2.0%</td>
</tr>
<tr>
<td>Automotive Repair &amp; Maintenance</td>
<td>0</td>
<td>0.0%</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>5</td>
<td>16.8%</td>
<td>45</td>
<td>1.4%</td>
</tr>
<tr>
<td>Unclassified Establishments</td>
<td>51</td>
<td>16.8%</td>
<td>4</td>
<td>0.1%</td>
</tr>
<tr>
<td>Total</td>
<td>304</td>
<td>100%</td>
<td>3,220</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Esri Community Analyst