

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

WATT COMPANIES

WATT COMPANIES

Lat/Lon: 34.1659/-118.1502

RFULL9

Fair Oaks Plaza 1190 N Fair Oaks Ave

Pasadena, CA 91103

1 mi radius

3 mi radius

5 mi radius

Population

Estimated Population (2014)	39,057		169,532		395,133	
Projected Population (2019)	40,389		175,390		408,857	
Census Population (2010)	38,098		165,305		385,221	
Census Population (2000)	40,148		162,318		382,244	
Projected Annual Growth (2014-2019)	1,332	0.7%	5,858	0.7%	13,724	0.7%
Historical Annual Growth (2010-2014)	959	0.6%	4,227	0.6%	9,912	0.6%
Historical Annual Growth (2000-2010)	-2,050	-0.5%	2,987	0.2%	2,977	0.1%
Estimated Population Density (2014)	12,432	psm	5,998	psm	5,033	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi

Households

Estimated Households (2014)	11,445		65,454		145,649	
Projected Households (2019)	11,777		67,361		149,887	
Census Households (2010)	11,233		64,244		142,951	
Census Households (2000)	11,021		60,643		138,433	
Projected Annual Growth (2014-2019)	332	0.6%	1,907	0.6%	4,238	0.6%
Historical Annual Change (2000-2014)	424	0.3%	4,810	0.6%	7,216	0.4%

Average Household Income

Estimated Average Household Income (2014)	\$61,381		\$104,326		\$108,015	
Projected Average Household Income (2019)	\$66,704		\$113,367		\$117,707	
Census Average Household Income (2010)	\$55,428		\$94,039		\$97,444	
Census Average Household Income (2000)	\$45,264		\$73,565		\$77,071	
Projected Annual Change (2014-2019)	\$5,322	1.7%	\$9,041	1.7%	\$9,693	1.8%
Historical Annual Change (2000-2014)	\$16,118	2.5%	\$30,760	3.0%	\$30,943	2.9%

Median Household Income

Estimated Median Household Income (2014)	\$51,481		\$76,708		\$80,132	
Projected Median Household Income (2019)	\$55,363		\$83,265		\$87,147	
Census Median Household Income (2010)	\$44,539		\$69,519		\$72,516	
Census Median Household Income (2000)	\$31,778		\$55,587		\$58,834	
Projected Annual Change (2014-2019)	\$3,882	1.5%	\$6,557	1.7%	\$7,014	1.8%
Historical Annual Change (2000-2014)	\$19,703	4.4%	\$21,121	2.7%	\$21,299	2.6%

Per Capita Income

Estimated Per Capita Income (2014)	\$18,327		\$40,486		\$39,959	
Projected Per Capita Income (2019)	\$19,806		\$43,756		\$43,301	
Census Per Capita Income (2010)	\$16,343		\$36,547		\$36,160	
Census Per Capita Income (2000)	\$12,395		\$27,373		\$27,783	
Projected Annual Change (2014-2019)	\$1,479	1.6%	\$3,270	1.6%	\$3,343	1.7%
Historical Annual Change (2000-2014)	\$5,932	3.4%	\$13,113	3.4%	\$12,176	3.1%
Estimated Average Household Net Worth (2014)	\$462,756		\$698,008		\$727,121	

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Fair Oaks Plaza 1190 N Fair Oaks Ave Pasadena, CA 91103		1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity							
Total Population (2014)		39,057		169,532		395,133	
White (2014)		15,970	40.9%	92,507	54.6%	211,881	53.6%
Black or African American (2014)		7,445	19.1%	23,506	13.9%	29,605	7.5%
American Indian or Alaska Native (2014)		376	1.0%	1,068	0.6%	2,476	0.6%
Asian (2014)		2,217	5.7%	20,503	12.1%	77,752	19.7%
Hawaiian or Pacific Islander (2014)		29	0.1%	205	0.1%	378	0.1%
Other Race (2014)		11,108	28.4%	23,128	13.6%	53,583	13.6%
Two or More Races (2014)		1,912	4.9%	8,615	5.1%	19,457	4.9%
Population < 18 (2014)		9,787	25.1%	33,243	19.6%	80,718	20.4%
White		3,761	38.4%	15,945	48.0%	38,661	47.9%
Black or African American		1,611	16.5%	4,547	13.7%	5,753	7.1%
American Indian or Alaska Native		104	1.1%	272	0.8%	589	0.7%
Asian		273	2.8%	2,670	8.0%	13,009	16.1%
Hawaiian and Pacific Islander		3	-	41	0.1%	63	0.1%
Other Race		4,034	41.2%	9,768	29.4%	22,643	28.1%
Hispanic Population < 18 (2014)		7,743	19.8%	16,654	9.8%	39,004	9.9%
Not Hispanic or Latino Population (2014)		14,856	38.0%	112,830	66.6%	259,186	65.6%
Not Hispanic White		5,045	34.0%	64,690	57.3%	142,918	55.1%
Not Hispanic Black or African American		6,916	46.5%	22,242	19.7%	27,695	10.7%
Not Hispanic American Indian or Alaska Native		62	0.4%	274	0.2%	642	0.2%
Not Hispanic Asian		2,107	14.2%	20,097	17.8%	76,304	29.4%
Not Hispanic Hawaiian or Pacific Islander		22	0.1%	167	0.1%	295	0.1%
Not Hispanic Other Race		46	0.3%	432	0.4%	819	0.3%
Not Hispanic Two or More Races		659	4.4%	4,928	4.4%	10,513	4.1%
Hispanic or Latino Population (2014)		24,200	62.0%	56,701	33.4%	135,947	34.4%
Hispanic White		10,925	45.1%	27,817	49.1%	68,963	50.7%
Hispanic Black or African American		530	2.2%	1,264	2.2%	1,911	1.4%
Hispanic American Indian or Alaska Native		315	1.3%	795	1.4%	1,834	1.3%
Hispanic Asian		110	0.5%	406	0.7%	1,449	1.1%
Hispanic Hawaiian or Pacific Islander		7	-	38	0.1%	83	0.1%
Hispanic Other Race		11,062	45.7%	22,696	40.0%	52,764	38.8%
Hispanic Two or More Races		1,253	5.2%	3,687	6.5%	8,944	6.6%
Not Hispanic or Latino Population (2010)		14,892	39.1%	110,942	67.1%	254,897	66.2%
Hispanic or Latino Population (2010)		23,206	60.9%	54,363	32.9%	130,323	33.8%
Not Hispanic or Latino Population (2000)		16,233	40.4%	111,821	68.9%	256,202	67.0%
Hispanic or Latino Population (2000)		23,915	59.6%	50,497	31.1%	126,043	33.0%
Not Hispanic or Latino Population (2019)		14,750	36.5%	115,311	65.7%	264,789	64.8%
Hispanic or Latino Population (2019)		25,640	63.5%	60,079	34.3%	144,068	35.2%
Projected Annual Growth (2014-2019)		1,439	1.2%	3,378	1.2%	8,121	1.2%
Historical Annual Growth (2000-2010)		-710	-0.3%	3,866	0.8%	4,281	0.3%

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RFULL9

Fair Oaks Plaza 1190 N Fair Oaks Ave

Pasadena, CA 91103

1 mi radius 3 mi radius 5 mi radius

Total Age Distribution (2014)

	1 mi radius		3 mi radius		5 mi radius	
Total Population	39,057		169,532		395,133	
Age Under 5 Years	3,008	7.7%	10,167	6.0%	22,757	5.8%
Age 5 to 9 Years	2,653	6.8%	8,976	5.3%	21,886	5.5%
Age 10 to 14 Years	2,549	6.5%	8,730	5.1%	22,157	5.6%
Age 15 to 19 Years	2,769	7.1%	9,491	5.6%	23,701	6.0%
Age 20 to 24 Years	3,115	8.0%	11,132	6.6%	24,943	6.3%
Age 25 to 29 Years	3,434	8.8%	13,943	8.2%	28,731	7.3%
Age 30 to 34 Years	3,177	8.1%	13,666	8.1%	28,865	7.3%
Age 35 to 39 Years	2,807	7.2%	12,023	7.1%	27,397	6.9%
Age 40 to 44 Years	2,685	6.9%	11,874	7.0%	28,163	7.1%
Age 45 to 49 Years	2,522	6.5%	11,868	7.0%	28,770	7.3%
Age 50 to 54 Years	2,509	6.4%	11,905	7.0%	28,671	7.3%
Age 55 to 59 Years	2,145	5.5%	11,120	6.6%	27,140	6.9%
Age 60 to 64 Years	1,729	4.4%	9,914	5.8%	23,586	6.0%
Age 65 to 69 Years	1,355	3.5%	7,927	4.7%	18,710	4.7%
Age 70 to 74 Years	964	2.5%	5,496	3.2%	13,126	3.3%
Age 75 to 79 Years	659	1.7%	4,023	2.4%	9,837	2.5%
Age 80 to 84 Years	425	1.1%	3,085	1.8%	7,462	1.9%
Age 85 Years or Over	552	1.4%	4,193	2.5%	9,233	2.3%
Median Age	32.6		38.2		38.9	
Age 19 Years or Less	10,979	28.1%	37,363	22.0%	90,500	22.9%
Age 20 to 64 Years	24,124	61.8%	107,445	63.4%	246,265	62.3%
Age 65 Years or Over	3,954	10.1%	24,723	14.6%	58,368	14.8%

Female Age Distribution (2014)

	1 mi radius		3 mi radius		5 mi radius	
Female Population	19,628 50.3%		86,928 51.3%		203,726 51.6%	
Age Under 5 Years	1,522	7.8%	4,989	5.7%	11,190	5.5%
Age 5 to 9 Years	1,289	6.6%	4,390	5.1%	10,683	5.2%
Age 10 to 14 Years	1,253	6.4%	4,318	5.0%	10,926	5.4%
Age 15 to 19 Years	1,340	6.8%	4,618	5.3%	11,503	5.6%
Age 20 to 24 Years	1,465	7.5%	5,397	6.2%	12,254	6.0%
Age 25 to 29 Years	1,599	8.1%	6,819	7.8%	14,336	7.0%
Age 30 to 34 Years	1,524	7.8%	6,749	7.8%	14,496	7.1%
Age 35 to 39 Years	1,409	7.2%	6,021	6.9%	13,993	6.9%
Age 40 to 44 Years	1,341	6.8%	5,998	6.9%	14,518	7.1%
Age 45 to 49 Years	1,260	6.4%	6,068	7.0%	14,717	7.2%
Age 50 to 54 Years	1,291	6.6%	6,068	7.0%	14,802	7.3%
Age 55 to 59 Years	1,108	5.6%	5,781	6.7%	14,164	7.0%
Age 60 to 64 Years	942	4.8%	5,390	6.2%	12,752	6.3%
Age 65 to 69 Years	751	3.8%	4,327	5.0%	10,083	4.9%
Age 70 to 74 Years	522	2.7%	3,063	3.5%	7,273	3.6%
Age 75 to 79 Years	369	1.9%	2,260	2.6%	5,525	2.7%
Age 80 to 84 Years	262	1.3%	1,866	2.1%	4,422	2.2%
Age 85 Years or Over	381	1.9%	2,806	3.2%	6,088	3.0%
Female Median Age	33.9		39.5		40.0	
Age 19 Years or Less	5,404	27.5%	18,315	21.1%	44,302	21.7%
Age 20 to 64 Years	11,939	60.8%	54,291	62.5%	126,032	61.9%
Age 65 Years or Over	2,286	11.6%	14,322	16.5%	33,392	16.4%

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Fair Oaks Plaza 1190 N Fair Oaks Ave

Pasadena, CA 91103

1 mi radius

3 mi radius

5 mi radius

Male Age Distribution (2014)

	1 mi radius	3 mi radius	5 mi radius
Male Population	19,429 49.7%	82,603 48.7%	191,407 48.4%
Age Under 5 Years	1,486 7.6%	5,177 6.3%	11,567 6.0%
Age 5 to 9 Years	1,364 7.0%	4,586 5.6%	11,203 5.9%
Age 10 to 14 Years	1,296 6.7%	4,412 5.3%	11,231 5.9%
Age 15 to 19 Years	1,429 7.4%	4,873 5.9%	12,198 6.4%
Age 20 to 24 Years	1,650 8.5%	5,736 6.9%	12,690 6.6%
Age 25 to 29 Years	1,834 9.4%	7,124 8.6%	14,395 7.5%
Age 30 to 34 Years	1,654 8.5%	6,917 8.4%	14,369 7.5%
Age 35 to 39 Years	1,398 7.2%	6,001 7.3%	13,404 7.0%
Age 40 to 44 Years	1,344 6.9%	5,877 7.1%	13,645 7.1%
Age 45 to 49 Years	1,262 6.5%	5,800 7.0%	14,052 7.3%
Age 50 to 54 Years	1,218 6.3%	5,837 7.1%	13,869 7.2%
Age 55 to 59 Years	1,037 5.3%	5,339 6.5%	12,975 6.8%
Age 60 to 64 Years	787 4.1%	4,523 5.5%	10,833 5.7%
Age 65 to 69 Years	604 3.1%	3,599 4.4%	8,626 4.5%
Age 70 to 74 Years	442 2.3%	2,433 2.9%	5,853 3.1%
Age 75 to 79 Years	289 1.5%	1,763 2.1%	4,312 2.3%
Age 80 to 84 Years	163 0.8%	1,219 1.5%	3,040 1.6%
Age 85 Years or Over	171 0.9%	1,387 1.7%	3,144 1.6%
Male Median Age	31.5	36.9	37.7
Age 19 Years or Less	5,576 28.7%	19,048 23.1%	46,199 24.1%
Age 20 to 64 Years	12,185 62.7%	53,154 64.3%	120,233 62.8%
Age 65 Years or Over	1,668 8.6%	10,401 12.6%	24,976 13.0%

Males per 100 Females (2014)

	1 mi radius	3 mi radius	5 mi radius
Overall Comparison	99	95	94
Age Under 5 Years	98 49.4%	104 50.9%	103 50.8%
Age 5 to 9 Years	106 51.4%	104 51.1%	105 51.2%
Age 10 to 14 Years	103 50.8%	102 50.5%	103 50.7%
Age 15 to 19 Years	107 51.6%	106 51.3%	106 51.5%
Age 20 to 24 Years	113 53.0%	106 51.5%	104 50.9%
Age 25 to 29 Years	115 53.4%	104 51.1%	100 50.1%
Age 30 to 34 Years	109 52.1%	102 50.6%	99 49.8%
Age 35 to 39 Years	99 49.8%	100 49.9%	96 48.9%
Age 40 to 44 Years	100 50.1%	98 49.5%	94 48.4%
Age 45 to 49 Years	100 50.0%	96 48.9%	95 48.8%
Age 50 to 54 Years	94 48.6%	96 49.0%	94 48.4%
Age 55 to 59 Years	94 48.3%	92 48.0%	92 47.8%
Age 60 to 64 Years	84 45.5%	84 45.6%	85 45.9%
Age 65 to 69 Years	80 44.6%	83 45.4%	86 46.1%
Age 70 to 74 Years	85 45.8%	79 44.3%	80 44.6%
Age 75 to 79 Years	78 43.9%	78 43.8%	78 43.8%
Age 80 to 84 Years	62 38.3%	65 39.5%	69 40.7%
Age 85 Years or Over	45 30.9%	49 33.1%	52 34.1%
Age 19 Years or Less	103 50.8%	104 51.0%	104 51.0%
Age 20 to 39 Years	109 52.2%	103 50.8%	100 49.9%
Age 40 to 64 Years	95 48.7%	93 48.3%	92 48.0%
Age 65 Years or Over	73 42.2%	73 42.1%	75 42.8%

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Household Type (2014)						
Total Households	11,445		65,454		145,649	
Households with Children	4,913	42.9%	18,543	28.3%	46,228	31.7%
Average Household Size	3.3		2.5		2.7	
Household Density per Square Mile	3,643		2,316		1,855	
Population Family	30,705	78.6%	125,052	73.8%	307,674	77.9%
Population Non-Family	6,981	17.9%	40,598	23.9%	80,533	20.4%
Population Group Quarters	1,371	3.5%	3,881	2.3%	6,926	1.8%
Family Households	7,817	68.3%	38,750	59.2%	94,701	65.0%
Married Couple Households	4,547	58.2%	27,740	71.6%	68,769	72.6%
Other Family Households	3,270	41.8%	11,010	28.4%	25,932	27.4%
Family Households with Children	4,869	62.3%	18,389	47.5%	45,910	48.5%
Married Couple with Children	2,826	58.0%	12,650	68.8%	32,544	70.9%
Other Family Households with Children	2,043	42.0%	5,739	31.2%	13,365	29.1%
Family Households No Children	2,949	37.7%	20,362	52.5%	48,791	51.5%
Married Couple No Children	1,722	58.4%	15,090	74.1%	36,224	74.2%
Other Family Households No Children	1,227	41.6%	5,272	25.9%	12,567	25.8%
Non-Family Households	3,628	31.7%	26,704	40.8%	50,949	35.0%
Non-Family Households with Children	44	1.2%	154	0.6%	318	0.6%
Non-Family Households No Children	3,583	98.8%	26,550	99.4%	50,631	99.4%
Lone Person No Children	-	-	-	-	-	-
2 or More Persons No Children	3,583	98.8%	26,550	99.4%	50,631	99.4%
Household Lone Male	-	-	-	-	-	-
Household Lone Female	-	-	-	-	-	-
Average Family Household Size	3.9		3.2		3.2	
Average Family Income	\$67,594		\$126,183		\$128,293	
Median Family Income	\$58,858		\$93,697		\$95,501	
Average Non-Family Household Size	1.9		1.5		1.6	
Marital Status (2014)						
Population Age 15 Years or Over	30,847		141,659		328,333	
Never Married	14,217	46.1%	55,616	39.3%	122,156	37.2%
Currently Married	9,574	31.0%	56,563	39.9%	140,543	42.8%
Previously Married	7,055	22.9%	29,480	20.8%	65,634	20.0%
Separated	2,643	37.5%	7,803	26.5%	18,212	27.7%
Widowed	1,416	20.1%	8,157	27.7%	17,331	26.4%
Divorced	2,996	42.5%	13,520	45.9%	30,091	45.8%
Educational Attainment (2014)						
Adult Population Age 25 Years or Over	23,730		118,521		275,912	
Elementary (Grade Level 0 to 8)	5,852	24.7%	11,800	10.0%	24,527	8.9%
Some High School (Grade Level 9 to 11)	2,619	11.0%	7,131	6.0%	17,175	6.2%
High School Graduate	4,693	19.8%	17,204	14.5%	40,504	14.7%
Some College	4,228	17.8%	21,367	18.0%	49,179	17.8%
Associate Degree Only	1,461	6.2%	7,656	6.5%	19,243	7.0%
Bachelor Degree Only	3,022	12.7%	28,071	23.7%	70,346	25.5%
Graduate Degree	1,855	7.8%	25,292	21.3%	54,938	19.9%
Any College (Some College or Higher)	10,566	44.5%	82,386	69.5%	193,706	70.2%
College Degree + (Bachelor Degree or Higher)	4,877	20.6%	53,362	45.0%	125,284	45.4%

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Housing						
Total Housing Units (2014)	12,018		68,897		151,870	
Total Housing Units (2010)	12,013		68,875		151,819	
Historical Annual Growth (2010-2014)	5	-	22	-	51	-
Housing Units Occupied (2014)	11,445	95.2%	65,454	95.0%	145,649	95.9%
Housing Units Owner-Occupied	4,358	38.1%	33,370	51.0%	79,927	54.9%
Housing Units Renter-Occupied	7,087	61.9%	32,084	49.0%	65,722	45.1%
Housing Units Vacant (2014)	573	4.8%	3,443	5.0%	6,220	4.1%
Household Size (2014)						
Total Households	11,445		65,454		145,649	
1 Person Households	2,664	23.3%	20,763	31.7%	39,433	27.1%
2 Person Households	2,559	22.4%	20,159	30.8%	44,107	30.3%
3 Person Households	1,760	15.4%	9,640	14.7%	24,109	16.6%
4 Person Households	1,703	14.9%	7,664	11.7%	20,607	14.1%
5 Person Households	1,207	10.5%	3,710	5.7%	9,542	6.6%
6 Person Households	665	5.8%	1,720	2.6%	4,124	2.8%
7 or More Person Households	888	7.8%	1,796	2.7%	3,728	2.6%
Household Income Distribution (2014)						
HH Income \$200,000 or More	341	3.0%	7,353	11.2%	17,451	12.0%
HH Income \$150,000 to \$199,999	544	4.7%	4,954	7.6%	12,101	8.3%
HH Income \$125,000 to \$149,999	518	4.5%	4,001	6.1%	9,098	6.2%
HH Income \$100,000 to \$124,999	821	7.2%	6,056	9.3%	13,370	9.2%
HH Income \$75,000 to \$99,999	1,289	11.3%	8,271	12.6%	18,295	12.6%
HH Income \$50,000 to \$74,999	2,218	19.4%	10,412	15.9%	23,370	16.0%
HH Income \$35,000 to \$49,999	1,696	14.8%	7,348	11.2%	16,169	11.1%
HH Income \$25,000 to \$34,999	1,159	10.1%	5,061	7.7%	11,148	7.7%
HH Income \$15,000 to \$24,999	1,342	11.7%	5,746	8.8%	12,171	8.4%
HH Income \$10,000 to \$14,999	648	5.7%	2,738	4.2%	5,352	3.7%
HH Income Under \$10,000	869	7.6%	3,513	5.4%	7,126	4.9%
Household Vehicles (2014)						
Households 0 Vehicles Available	1,765	15.4%	6,112	9.3%	10,770	7.4%
Households 1 Vehicle Available	4,040	35.3%	24,185	36.9%	48,756	33.5%
Households 2 Vehicles Available	3,506	30.6%	24,283	37.1%	57,084	39.2%
Households 3 or More Vehicles Available	2,134	18.6%	10,874	16.6%	29,040	19.9%
Total Vehicles Available	18,960		111,936		266,416	
Average Vehicles per Household	1.7		1.7		1.8	
Owner-Occupied Household Vehicles	10,095	53.2%	68,587	61.3%	171,315	64.3%
Average Vehicles per Owner-Occupied Household	2.3		2.1		2.1	
Renter-Occupied Household Vehicles	8,866	46.8%	43,349	38.7%	95,101	35.7%
Average Vehicles per Renter-Occupied Household	1.3		1.4		1.4	
Travel Time (2010)						
Worker Base Age 16 years or Over	14,938		75,712		176,420	
Travel to Work in 14 Minutes or Less	3,811	25.5%	18,963	25.0%	38,925	22.1%
Travel to Work in 15 to 29 Minutes	5,453	36.5%	25,006	33.0%	58,960	33.4%
Travel to Work in 30 to 59 Minutes	3,754	25.1%	20,619	27.2%	51,684	29.3%
Travel to Work in 60 Minutes or More	1,424	9.5%	7,232	9.6%	17,348	9.8%
Work at Home	496	3.3%	3,890	5.1%	9,502	5.4%
Average Minutes Travel to Work	21.1		22.3		23.7	

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WATT COMPANIES

WATT COMPANIES

Lat/Lon: 34.1659/-118.1502

RFULL9

Fair Oaks Plaza 1190 N Fair Oaks Ave

Pasadena, CA 91103

1 mi radius

3 mi radius

5 mi radius

Transportation To Work (2010)

Worker Base Age 16 years or Over	14,938		75,712		176,420	
Drive to Work Alone	9,502	63.6%	54,000	71.3%	128,966	73.1%
Drive to Work in Carpool	1,921	12.9%	7,091	9.4%	17,747	10.1%
Travel to Work by Public Transportation	1,516	10.1%	4,712	6.2%	10,383	5.9%
Drive to Work on Motorcycle	25	0.2%	225	0.3%	412	0.2%
Bicycle to Work	352	2.4%	1,519	2.0%	2,076	1.2%
Walk to Work	715	4.8%	3,526	4.7%	5,935	3.4%
Other Means	411	2.8%	749	1.0%	1,400	0.8%
Work at Home	496	3.3%	3,890	5.1%	9,502	5.4%

Daytime Demographics (2014)

Total Businesses	884		9,967		18,054	
Total Employees	8,330		93,469		152,321	
Company Headquarter Businesses	1	0.1%	62	0.6%	87	0.5%
Company Headquarter Employees	119	1.4%	6,309	6.8%	8,591	5.6%
Employee Population per Business	9.4 to 1		9.4 to 1		8.4 to 1	
Residential Population per Business	44.2 to 1		17.0 to 1		21.9 to 1	
Adj. Daytime Demographics Age 16 Years or Over	20,226		147,054		277,059	

Labor Force

Labor Population Age 16 Years or Over (2014)	29,009		136,263		317,285	
Labor Force Total Males (2014)	14,214	49.0%	65,417	48.0%	151,707	47.8%
Male Civilian Employed	9,136	64.3%	43,842	67.0%	101,081	66.6%
Male Civilian Unemployed	894	6.3%	3,561	5.4%	8,488	5.6%
Males in Armed Forces	1	-	31	-	113	0.1%
Males Not in Labor Force	4,183	29.4%	17,983	27.5%	42,025	27.7%
Labor Force Total Females (2014)	14,795	51.0%	70,846	52.0%	165,578	52.2%
Female Civilian Employed	7,975	53.9%	38,800	54.8%	91,348	55.2%
Female Civilian Unemployed	890	6.0%	3,388	4.8%	7,201	4.3%
Females in Armed Forces	1	-	5	-	5	-
Females Not in Labor Force	5,929	40.1%	28,653	40.4%	67,024	40.5%
Unemployment Rate		6.2%		5.1%		4.9%
Labor Force Growth (2010-2014)	1,326	8.4%	4,202	5.4%	10,400	5.7%
Male Labor Force Growth (2010-2014)	806	9.7%	2,258	5.4%	6,464	6.8%
Female Labor Force Growth (2010-2014)	520	7.0%	1,944	5.3%	3,936	4.5%

Occupation (2010)

Occupation Population Age 16 Years or Over	15,784		78,440		182,029	
Occupation Total Males	8,330	52.8%	41,583	53.0%	94,617	52.0%
Occupation Total Females	7,454	47.2%	36,857	47.0%	87,412	48.0%
Management, Business, Financial Operations	1,627	10.3%	12,919	16.5%	31,377	17.2%
Professional, Related	2,748	17.4%	25,547	32.6%	55,945	30.7%
Service	4,778	30.3%	12,445	15.9%	27,984	15.4%
Sales, Office	3,257	20.6%	17,044	21.7%	42,896	23.6%
Farming, Fishing, Forestry	115	0.7%	351	0.4%	706	0.4%
Construction, Extraction, Maintenance	1,427	9.0%	4,365	5.6%	9,558	5.3%
Production, Transport, Material Moving	1,832	11.6%	5,769	7.4%	13,564	7.5%
White Collar Workers	7,633	48.4%	55,510	70.8%	130,217	71.5%
Blue Collar Workers	8,152	51.6%	22,930	29.2%	51,812	28.5%

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RFULL9

Fair Oaks Plaza 1190 N Fair Oaks Ave

Pasadena, CA 91103

1 mi radius 3 mi radius 5 mi radius

Units In Structure (2010)

	1 mi radius		3 mi radius		5 mi radius	
Total Units	11,233		64,244		142,951	
1 Detached Unit	5,349	47.6%	34,005	52.9%	82,553	57.7%
1 Attached Unit	1,089	9.7%	4,036	6.3%	9,385	6.6%
2 Units	499	4.4%	1,339	2.1%	3,293	2.3%
3 to 4 Units	1,032	9.2%	3,564	5.5%	7,374	5.2%
5 to 9 Units	975	8.7%	4,249	6.6%	9,514	6.7%
10 to 19 Units	971	8.6%	4,941	7.7%	9,829	6.9%
20 to 49 Units	760	6.8%	6,128	9.5%	11,407	8.0%
50 or More Units	473	4.2%	5,607	8.7%	8,792	6.2%
Mobile Home or Trailer	81	0.7%	330	0.5%	696	0.5%
Other Structure	4	-	45	0.1%	108	0.1%

Homes Built By Year (2010)

Homes Built 2005 or later	291	2.6%	2,229	3.5%	3,912	2.7%
Homes Built 2000 to 2004	329	2.9%	2,509	3.9%	4,826	3.4%
Homes Built 1990 to 1999	570	5.1%	3,553	5.5%	8,427	5.9%
Homes Built 1980 to 1989	1,086	9.7%	7,096	11.0%	14,893	10.4%
Homes Built 1970 to 1979	1,530	13.6%	8,185	12.7%	17,584	12.3%
Homes Built 1960 to 1969	1,296	11.5%	7,660	11.9%	17,843	12.5%
Homes Built 1950 to 1959	1,458	13.0%	9,372	14.6%	22,568	15.8%
Homes Built 1940 to 1949	1,360	12.1%	7,394	11.5%	16,658	11.7%
Homes Built Before 1939	3,313	29.5%	16,247	25.3%	36,240	25.4%
Median Age of Homes	55.4 yrs		53.1 yrs		53.9 yrs	

Home Values (2010)

Owner Specified Housing Units	4,038		31,670		76,222	
Home Values \$1,000,000 or More	218	5.4%	3,595	11.4%	9,907	13.0%
Home Values \$750,000 to \$999,999	389	9.6%	3,961	12.5%	9,543	12.5%
Home Values \$500,000 to \$749,999	907	22.5%	7,283	23.0%	17,265	22.7%
Home Values \$400,000 to \$499,999	689	17.1%	4,219	13.3%	9,276	12.2%
Home Values \$300,000 to \$399,999	732	18.1%	4,402	13.9%	10,125	13.3%
Home Values \$250,000 to \$299,999	268	6.6%	1,928	6.1%	4,463	5.9%
Home Values \$200,000 to \$249,999	244	6.0%	1,807	5.7%	4,346	5.7%
Home Values \$175,000 to \$199,999	87	2.2%	670	2.1%	1,826	2.4%
Home Values \$150,000 to \$174,999	122	3.0%	929	2.9%	2,293	3.0%
Home Values \$125,000 to \$149,999	59	1.5%	502	1.6%	1,262	1.7%
Home Values \$100,000 to \$124,999	103	2.5%	685	2.2%	1,713	2.2%
Home Values \$90,000 to \$99,999	26	0.6%	198	0.6%	479	0.6%
Home Values \$80,000 to \$89,999	31	0.8%	199	0.6%	543	0.7%
Home Values \$70,000 to \$79,999	26	0.6%	204	0.6%	486	0.6%
Home Values \$60,000 to \$69,999	17	0.4%	169	0.5%	441	0.6%
Home Values \$50,000 to \$59,999	21	0.5%	132	0.4%	348	0.5%
Home Values \$35,000 to \$49,999	26	0.6%	231	0.7%	552	0.7%
Home Values \$25,000 to \$34,999	15	0.4%	163	0.5%	426	0.6%
Home Values \$10,000 to \$24,999	44	1.1%	265	0.8%	620	0.8%
Home Values Under \$10,000	15	0.4%	127	0.4%	307	0.4%
Owner-Occupied Median Home Value	\$430,282		\$509,769		\$523,891	
Renter-Occupied Median Rent	\$954		\$1,192		\$1,160	

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RFULL9

Fair Oaks Plaza 1190 N Fair Oaks Ave

Pasadena, CA 91103

1 mi radius

3 mi radius

5 mi radius

Total Annual Consumer Expenditure (2014)

Total Household Expenditure	\$573 M	\$4.72 B	\$10.8 B
Total Non-Retail Expenditure	\$330 M	\$2.73 B	\$6.24 B
Total Retail Expenditure	\$243 M	\$2.00 B	\$4.55 B
Apparel	\$27.9 M	\$230 M	\$525 M
Contributions	\$20.9 M	\$206 M	\$475 M
Education	\$14.1 M	\$132 M	\$304 M
Entertainment	\$31.8 M	\$267 M	\$610 M
Food and Beverages	\$88.7 M	\$699 M	\$1.59 B
Furnishings and Equipment	\$24.7 M	\$214 M	\$490 M
Gifts	\$15.0 M	\$140 M	\$321 M
Health Care	\$34.8 M	\$272 M	\$616 M
Household Operations	\$20.5 M	\$185 M	\$426 M
Miscellaneous Expenses	\$9.57 M	\$76.2 M	\$173 M
Personal Care	\$8.34 M	\$67.7 M	\$154 M
Personal Insurance	\$5.83 M	\$53.8 M	\$124 M
Reading	\$1.86 M	\$15.6 M	\$35.6 M
Shelter	\$111 M	\$924 M	\$2.11 B
Tobacco	\$3.78 M	\$26.4 M	\$59.5 M
Transportation	\$114 M	\$907 M	\$2.07 B
Utilities	\$40.6 M	\$311 M	\$705 M

Monthly Household Consumer Expenditure (2014)

Total Household Expenditure	\$4,170	\$6,015	\$6,174
Total Non-Retail Expenditure	\$2,399 57.5%	\$3,473 57.7%	\$3,569 57.8%
Total Retail Expenditures	\$1,771 42.5%	\$2,542 42.3%	\$2,606 42.2%
Apparel	\$203 4.9%	\$292 4.9%	\$300 4.9%
Contributions	\$152 3.6%	\$262 4.4%	\$272 4.4%
Education	\$103 2.5%	\$169 2.8%	\$174 2.8%
Entertainment	\$232 5.6%	\$339 5.6%	\$349 5.7%
Food and Beverages	\$646 15.5%	\$890 14.8%	\$911 14.7%
Furnishings and Equipment	\$180 4.3%	\$273 4.5%	\$280 4.5%
Gifts	\$109 2.6%	\$178 3.0%	\$184 3.0%
Health Care	\$253 6.1%	\$346 5.8%	\$352 5.7%
Household Operations	\$149 3.6%	\$235 3.9%	\$244 3.9%
Miscellaneous Expenses	\$70 1.7%	\$97 1.6%	\$99 1.6%
Personal Care	\$61 1.5%	\$86 1.4%	\$88 1.4%
Personal Insurance	\$42 1.0%	\$68 1.1%	\$71 1.1%
Reading	\$14 0.3%	\$20 0.3%	\$20 0.3%
Shelter	\$805 19.3%	\$1,176 19.5%	\$1,208 19.6%
Tobacco	\$28 0.7%	\$34 0.6%	\$34 0.6%
Transportation	\$829 19.9%	\$1,155 19.2%	\$1,184 19.2%
Utilities	\$296 7.1%	\$396 6.6%	\$403 6.5%

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