

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave

Pasadena, CA 91104

1 mi radius

3 mi radius

5 mi radius

Population

Estimated Population (2014)	37,073		172,546		358,911	
Projected Population (2019)	38,352		178,510		371,406	
Census Population (2010)	36,154		168,243		349,902	
Census Population (2000)	38,274		165,230		344,404	
Projected Annual Growth (2014-2019)	1,279	0.7%	5,963	0.7%	12,495	0.7%
Historical Annual Growth (2010-2014)	919	0.6%	4,303	0.6%	9,009	0.6%
Historical Annual Growth (2000-2010)	-2,120	-0.6%	3,014	0.2%	5,498	0.2%
Estimated Population Density (2014)	11,800	psm	6,105	psm	4,571	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi

Households

Estimated Households (2014)	12,696		66,741		134,776	
Projected Households (2019)	13,065		68,680		138,699	
Census Households (2010)	12,462		65,505		132,280	
Census Households (2000)	12,379		61,854		127,871	
Projected Annual Growth (2014-2019)	369	0.6%	1,940	0.6%	3,923	0.6%
Historical Annual Change (2000-2014)	317	0.2%	4,886	0.6%	6,905	0.4%

Average Household Income

Estimated Average Household Income (2014)	\$87,534		\$101,774		\$111,264	
Projected Average Household Income (2019)	\$93,904		\$110,753		\$121,312	
Census Average Household Income (2010)	\$71,368		\$90,998		\$99,940	
Census Average Household Income (2000)	\$55,593		\$71,605		\$79,102	
Projected Annual Change (2014-2019)	\$6,370	1.5%	\$8,979	1.8%	\$10,048	1.8%
Historical Annual Change (2000-2014)	\$31,941	4.1%	\$30,169	3.0%	\$32,161	2.9%

Median Household Income

Estimated Median Household Income (2014)	\$59,669		\$75,479		\$81,957	
Projected Median Household Income (2019)	\$63,981		\$81,937		\$89,145	
Census Median Household Income (2010)	\$53,147		\$67,958		\$74,115	
Census Median Household Income (2000)	\$39,722		\$53,721		\$59,918	
Projected Annual Change (2014-2019)	\$4,312	1.4%	\$6,458	1.7%	\$7,188	1.8%
Historical Annual Change (2000-2014)	\$19,948	3.6%	\$21,759	2.9%	\$22,039	2.6%

Per Capita Income

Estimated Per Capita Income (2014)	\$30,228		\$39,572		\$41,916	
Projected Per Capita Income (2019)	\$32,253		\$42,826		\$45,444	
Census Per Capita Income (2010)	\$24,600		\$35,430		\$37,782	
Census Per Capita Income (2000)	\$17,778		\$26,638		\$29,215	
Projected Annual Change (2014-2019)	\$2,025	1.3%	\$3,254	1.6%	\$3,528	1.7%
Historical Annual Change (2000-2014)	\$12,451	5.0%	\$12,934	3.5%	\$12,701	3.1%
Estimated Average Household Net Worth (2014)	\$572,771		\$690,323		\$744,540	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave Pasadena, CA 91104	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2014)	37,073		172,546		358,911	
White (2014)	19,627	52.9%	93,128	54.0%	188,328	52.5%
Black or African American (2014)	5,061	13.7%	24,201	14.0%	28,754	8.0%
American Indian or Alaska Native (2014)	312	0.8%	1,094	0.6%	2,121	0.6%
Asian (2014)	2,603	7.0%	21,439	12.4%	80,111	22.3%
Hawaiian or Pacific Islander (2014)	57	0.2%	202	0.1%	338	0.1%
Other Race (2014)	7,469	20.1%	23,646	13.7%	42,111	11.7%
Two or More Races (2014)	1,944	5.2%	8,837	5.1%	17,148	4.8%
Population < 18 (2014)	8,187 22.1%		33,761 19.6%		72,602 20.2%	
White	3,844	47.0%	16,039	47.5%	33,752	46.5%
Black or African American	1,060	12.9%	4,671	13.8%	5,601	7.7%
American Indian or Alaska Native	81	1.0%	279	0.8%	508	0.7%
Asian	380	4.6%	2,743	8.1%	13,963	19.2%
Hawaiian and Pacific Islander	15	0.2%	41	0.1%	56	0.1%
Other Race	2,806	34.3%	9,989	29.6%	18,722	25.8%
Hispanic Population < 18 (2014)	5,280 14.2%		17,048 9.9%		31,241 8.7%	
Not Hispanic or Latino Population (2014)	19,322 52.1%		114,496 66.4%		249,801 69.6%	
Not Hispanic White	11,099	57.4%	64,606	56.4%	132,309	53.0%
Not Hispanic Black or African American	4,639	24.0%	22,895	20.0%	27,076	10.8%
Not Hispanic American Indian or Alaska Native	54	0.3%	275	0.2%	580	0.2%
Not Hispanic Asian	2,481	12.8%	21,005	18.3%	78,939	31.6%
Not Hispanic Hawaiian or Pacific Islander	48	0.2%	166	0.1%	268	0.1%
Not Hispanic Other Race	88	0.5%	458	0.4%	798	0.3%
Not Hispanic Two or More Races	915	4.7%	5,093	4.4%	9,831	3.9%
Hispanic or Latino Population (2014)	17,751 47.9%		58,050 33.6%		109,110 30.4%	
Hispanic White	8,528	48.0%	28,523	49.1%	56,019	51.3%
Hispanic Black or African American	422	2.4%	1,306	2.3%	1,677	1.5%
Hispanic American Indian or Alaska Native	258	1.5%	819	1.4%	1,542	1.4%
Hispanic Asian	122	0.7%	434	0.7%	1,172	1.1%
Hispanic Hawaiian or Pacific Islander	10	0.1%	36	0.1%	70	0.1%
Hispanic Other Race	7,382	41.6%	23,188	39.9%	41,312	37.9%
Hispanic Two or More Races	1,029	5.8%	3,744	6.4%	7,317	6.7%
Not Hispanic or Latino Population (2010)	19,135 52.9%		112,588 66.9%		245,302 70.1%	
Hispanic or Latino Population (2010)	17,019 47.1%		55,655 33.1%		104,600 29.9%	
Not Hispanic or Latino Population (2000)	20,560 53.7%		113,412 68.6%		245,939 71.4%	
Hispanic or Latino Population (2000)	17,714 46.3%		51,818 31.4%		98,464 28.6%	
Not Hispanic or Latino Population (2019)	19,542 51.0%		117,000 65.5%		255,779 68.9%	
Hispanic or Latino Population (2019)	18,809 49.0%		61,510 34.5%		115,627 31.1%	
Projected Annual Growth (2014-2019)	1,058 1.2%		3,460 1.2%		6,517 1.2%	
Historical Annual Growth (2000-2010)	-695 -0.4%		3,837 0.7%		6,136 0.6%	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave

Pasadena, CA 91104

1 mi radius

3 mi radius

5 mi radius

Total Age Distribution (2014)

	1 mi radius		3 mi radius		5 mi radius	
Total Population	37,073		172,546		358,911	
Age Under 5 Years	2,562	6.9%	10,408	6.0%	20,308	5.7%
Age 5 to 9 Years	2,255	6.1%	9,138	5.3%	19,804	5.5%
Age 10 to 14 Years	2,069	5.6%	8,823	5.1%	19,943	5.6%
Age 15 to 19 Years	2,254	6.1%	9,563	5.5%	20,754	5.8%
Age 20 to 24 Years	2,537	6.8%	11,394	6.6%	21,478	6.0%
Age 25 to 29 Years	3,090	8.3%	14,394	8.3%	25,612	7.1%
Age 30 to 34 Years	3,001	8.1%	14,132	8.2%	25,705	7.2%
Age 35 to 39 Years	2,679	7.2%	12,396	7.2%	24,756	6.9%
Age 40 to 44 Years	2,689	7.3%	12,176	7.1%	25,794	7.2%
Age 45 to 49 Years	2,595	7.0%	12,098	7.0%	26,585	7.4%
Age 50 to 54 Years	2,548	6.9%	12,046	7.0%	26,416	7.4%
Age 55 to 59 Years	2,307	6.2%	11,228	6.5%	25,089	7.0%
Age 60 to 64 Years	1,838	5.0%	9,966	5.8%	22,056	6.1%
Age 65 to 69 Years	1,452	3.9%	7,894	4.6%	17,342	4.8%
Age 70 to 74 Years	997	2.7%	5,464	3.2%	12,237	3.4%
Age 75 to 79 Years	736	2.0%	4,035	2.3%	9,137	2.5%
Age 80 to 84 Years	549	1.5%	3,177	1.8%	7,015	2.0%
Age 85 Years or Over	915	2.5%	4,215	2.4%	8,880	2.5%
Median Age	36.0		38.0		39.5	
Age 19 Years or Less	9,139	24.7%	37,932	22.0%	80,810	22.5%
Age 20 to 64 Years	23,285	62.8%	109,830	63.7%	223,491	62.3%
Age 65 Years or Over	4,649	12.5%	24,785	14.4%	54,611	15.2%

Female Age Distribution (2014)

	1 mi radius		3 mi radius		5 mi radius	
Female Population	18,920 51.0%		88,590 51.3%		185,502 51.7%	
Age Under 5 Years	1,252	6.6%	5,112	5.8%	9,990	5.4%
Age 5 to 9 Years	1,095	5.8%	4,480	5.1%	9,645	5.2%
Age 10 to 14 Years	1,031	5.5%	4,362	4.9%	9,825	5.3%
Age 15 to 19 Years	1,068	5.6%	4,656	5.3%	10,017	5.4%
Age 20 to 24 Years	1,223	6.5%	5,511	6.2%	10,505	5.7%
Age 25 to 29 Years	1,465	7.7%	7,062	8.0%	12,792	6.9%
Age 30 to 34 Years	1,485	7.8%	6,972	7.9%	12,998	7.0%
Age 35 to 39 Years	1,352	7.1%	6,220	7.0%	12,708	6.9%
Age 40 to 44 Years	1,331	7.0%	6,130	6.9%	13,379	7.2%
Age 45 to 49 Years	1,329	7.0%	6,183	7.0%	13,720	7.4%
Age 50 to 54 Years	1,277	6.8%	6,160	7.0%	13,656	7.4%
Age 55 to 59 Years	1,239	6.5%	5,855	6.6%	13,117	7.1%
Age 60 to 64 Years	993	5.2%	5,448	6.1%	11,889	6.4%
Age 65 to 69 Years	810	4.3%	4,321	4.9%	9,369	5.1%
Age 70 to 74 Years	548	2.9%	3,067	3.5%	6,750	3.6%
Age 75 to 79 Years	419	2.2%	2,269	2.6%	5,136	2.8%
Age 80 to 84 Years	360	1.9%	1,941	2.2%	4,158	2.2%
Age 85 Years or Over	643	3.4%	2,842	3.2%	5,849	3.2%
Female Median Age	37.7		39.3		40.7	
Age 19 Years or Less	4,446	23.5%	18,609	21.0%	39,476	21.3%
Age 20 to 64 Years	11,694	61.8%	55,541	62.7%	114,764	61.9%
Age 65 Years or Over	2,780	14.7%	14,440	16.3%	31,262	16.9%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave

Pasadena, CA 91104

1 mi radius

3 mi radius

5 mi radius

Male Age Distribution (2014)

	1 mi radius	3 mi radius	5 mi radius
Male Population	18,153 49.0%	83,956 48.7%	173,409 48.3%
Age Under 5 Years	1,310 7.2%	5,296 6.3%	10,318 6.0%
Age 5 to 9 Years	1,160 6.4%	4,658 5.5%	10,160 5.9%
Age 10 to 14 Years	1,037 5.7%	4,461 5.3%	10,118 5.8%
Age 15 to 19 Years	1,186 6.5%	4,907 5.8%	10,737 6.2%
Age 20 to 24 Years	1,314 7.2%	5,883 7.0%	10,973 6.3%
Age 25 to 29 Years	1,625 9.0%	7,332 8.7%	12,820 7.4%
Age 30 to 34 Years	1,516 8.4%	7,160 8.5%	12,706 7.3%
Age 35 to 39 Years	1,327 7.3%	6,176 7.4%	12,047 6.9%
Age 40 to 44 Years	1,358 7.5%	6,046 7.2%	12,415 7.2%
Age 45 to 49 Years	1,265 7.0%	5,915 7.0%	12,865 7.4%
Age 50 to 54 Years	1,271 7.0%	5,885 7.0%	12,761 7.4%
Age 55 to 59 Years	1,069 5.9%	5,372 6.4%	11,972 6.9%
Age 60 to 64 Years	845 4.7%	4,519 5.4%	10,167 5.9%
Age 65 to 69 Years	642 3.5%	3,574 4.3%	7,973 4.6%
Age 70 to 74 Years	449 2.5%	2,397 2.9%	5,487 3.2%
Age 75 to 79 Years	317 1.7%	1,765 2.1%	4,000 2.3%
Age 80 to 84 Years	190 1.0%	1,236 1.5%	2,858 1.6%
Age 85 Years or Over	271 1.5%	1,373 1.6%	3,032 1.7%
Male Median Age	34.5	36.6	38.3
Age 19 Years or Less	4,694 25.9%	19,323 23.0%	41,333 23.8%
Age 20 to 64 Years	11,591 63.8%	54,288 64.7%	108,727 62.7%
Age 65 Years or Over	1,869 10.3%	10,345 12.3%	23,349 13.5%

Males per 100 Females (2014)

	1 mi radius	3 mi radius	5 mi radius
Overall Comparison	96	95	93
Age Under 5 Years	105 51.1%	104 50.9%	103 50.8%
Age 5 to 9 Years	106 51.4%	104 51.0%	105 51.3%
Age 10 to 14 Years	101 50.1%	102 50.6%	103 50.7%
Age 15 to 19 Years	111 52.6%	105 51.3%	107 51.7%
Age 20 to 24 Years	107 51.8%	107 51.6%	104 51.1%
Age 25 to 29 Years	111 52.6%	104 50.9%	100 50.1%
Age 30 to 34 Years	102 50.5%	103 50.7%	98 49.4%
Age 35 to 39 Years	98 49.5%	99 49.8%	95 48.7%
Age 40 to 44 Years	102 50.5%	99 49.7%	93 48.1%
Age 45 to 49 Years	95 48.8%	96 48.9%	94 48.4%
Age 50 to 54 Years	100 49.9%	96 48.9%	93 48.3%
Age 55 to 59 Years	86 46.3%	92 47.9%	91 47.7%
Age 60 to 64 Years	85 46.0%	83 45.3%	86 46.1%
Age 65 to 69 Years	79 44.2%	83 45.3%	85 46.0%
Age 70 to 74 Years	82 45.0%	78 43.9%	81 44.8%
Age 75 to 79 Years	76 43.1%	78 43.8%	78 43.8%
Age 80 to 84 Years	53 34.5%	64 38.9%	69 40.7%
Age 85 Years or Over	42 29.7%	48 32.6%	52 34.1%
Age 19 Years or Less	106 51.4%	104 50.9%	105 51.1%
Age 20 to 39 Years	105 51.1%	103 50.8%	99 49.8%
Age 40 to 64 Years	94 48.5%	93 48.2%	92 47.8%
Age 65 Years or Over	67 40.2%	72 41.7%	75 42.8%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave Pasadena, CA 91104	1 mi radius		3 mi radius		5 mi radius	
Household Type (2014)						
Total Households	12,696		66,741		134,776	
Households with Children	4,431	34.9%	18,882	28.3%	41,995	31.2%
Average Household Size	2.8		2.5		2.6	
Household Density per Square Mile	4,041		2,361		1,717	
Population Family	28,400	76.6%	127,025	73.6%	279,441	77.9%
Population Non-Family	7,734	20.9%	41,594	24.1%	73,957	20.6%
Population Group Quarters	939	2.5%	3,927	2.3%	5,513	1.5%
Family Households	8,040	63.3%	39,325	58.9%	87,224	64.7%
Married Couple Households	5,328	66.3%	27,991	71.2%	64,260	73.7%
Other Family Households	2,712	33.7%	11,333	28.8%	22,964	26.3%
Family Households with Children	4,388	54.6%	18,728	47.6%	41,712	47.8%
Married Couple with Children	2,876	65.5%	12,855	68.6%	30,058	72.1%
Other Family Households with Children	1,513	34.5%	5,872	31.4%	11,653	27.9%
Family Households No Children	3,651	45.4%	20,597	52.4%	45,512	52.2%
Married Couple No Children	2,452	67.2%	15,136	73.5%	34,202	75.1%
Other Family Households No Children	1,199	32.8%	5,461	26.5%	11,311	24.9%
Non-Family Households	4,656	36.7%	27,416	41.1%	47,552	35.3%
Non-Family Households with Children	43	0.9%	154	0.6%	284	0.6%
Non-Family Households No Children	4,613	99.1%	27,261	99.4%	47,269	99.4%
Lone Person No Children	-	-	-	-	-	-
2 or More Persons No Children	4,613	99.1%	27,261	99.4%	47,269	99.4%
Household Lone Male	-	-	-	-	-	-
Household Lone Female	-	-	-	-	-	-
Average Family Household Size	3.5		3.2		3.2	
Average Family Income	\$100,569		\$122,562		\$133,383	
Median Family Income	\$72,849		\$91,254		\$98,471	
Average Non-Family Household Size	1.7		1.5		1.6	
Marital Status (2014)						
Population Age 15 Years or Over	30,187		144,177		298,856	
Never Married	12,768	42.3%	56,997	39.5%	107,986	36.1%
Currently Married	10,887	36.1%	56,974	39.5%	130,562	43.7%
Previously Married	6,533	21.6%	30,207	21.0%	60,308	20.2%
Separated	2,068	31.7%	8,023	26.6%	16,352	27.1%
Widowed	1,775	27.2%	8,230	27.2%	16,212	26.9%
Divorced	2,690	41.2%	13,953	46.2%	27,744	46.0%
Educational Attainment (2014)						
Adult Population Age 25 Years or Over	24,622		120,629		253,173	
Elementary (Grade Level 0 to 8)	3,882	15.8%	11,890	9.9%	20,259	8.0%
Some High School (Grade Level 9 to 11)	2,018	8.2%	7,412	6.1%	13,825	5.5%
High School Graduate	5,040	20.5%	17,939	14.9%	36,393	14.4%
Some College	4,246	17.2%	21,920	18.2%	45,044	17.8%
Associate Degree Only	1,558	6.3%	7,799	6.5%	17,741	7.0%
Bachelor Degree Only	4,547	18.5%	28,660	23.8%	66,445	26.2%
Graduate Degree	3,332	13.5%	25,009	20.7%	53,467	21.1%
Any College (Some College or Higher)	13,683	55.6%	83,388	69.1%	182,697	72.2%
College Degree + (Bachelor Degree or Higher)	7,879	32.0%	53,669	44.5%	119,912	47.4%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave

Pasadena, CA 91104

	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2014)	13,418		70,293		140,611	
Total Housing Units (2010)	13,416		70,272		140,562	
Historical Annual Growth (2010-2014)	2	-	21	-	49	-
Housing Units Occupied (2014)	12,696	94.6%	66,741	94.9%	134,776	95.9%
Housing Units Owner-Occupied	5,353	42.2%	33,600	50.3%	75,154	55.8%
Housing Units Renter-Occupied	7,343	57.8%	33,140	49.7%	59,623	44.2%
Housing Units Vacant (2014)	722	5.4%	3,552	5.1%	5,835	4.1%
Household Size (2014)						
Total Households	12,696		66,741		134,776	
1 Person Households	3,564	28.1%	21,346	32.0%	37,211	27.6%
2 Person Households	3,361	26.5%	20,361	30.5%	41,409	30.7%
3 Person Households	1,969	15.5%	9,876	14.8%	22,291	16.5%
4 Person Households	1,757	13.8%	7,827	11.7%	18,783	13.9%
5 Person Households	980	7.7%	3,766	5.6%	8,449	6.3%
6 Person Households	480	3.8%	1,751	2.6%	3,569	2.6%
7 or More Person Households	584	4.6%	1,813	2.7%	3,065	2.3%
Household Income Distribution (2014)						
HH Income \$200,000 or More	799	6.3%	7,076	10.6%	16,896	12.5%
HH Income \$150,000 to \$199,999	772	6.1%	5,044	7.6%	11,710	8.7%
HH Income \$125,000 to \$149,999	652	5.1%	4,081	6.1%	8,652	6.4%
HH Income \$100,000 to \$124,999	943	7.4%	6,191	9.3%	12,395	9.2%
HH Income \$75,000 to \$99,999	1,497	11.8%	8,700	13.0%	16,923	12.6%
HH Income \$50,000 to \$74,999	2,182	17.2%	10,883	16.3%	21,264	15.8%
HH Income \$35,000 to \$49,999	1,640	12.9%	7,502	11.2%	14,556	10.8%
HH Income \$25,000 to \$34,999	1,365	10.8%	5,127	7.7%	9,954	7.4%
HH Income \$15,000 to \$24,999	1,415	11.1%	5,814	8.7%	10,853	8.1%
HH Income \$10,000 to \$14,999	655	5.2%	2,732	4.1%	4,803	3.6%
HH Income Under \$10,000	777	6.1%	3,590	5.4%	6,771	5.0%
Household Vehicles (2014)						
Households 0 Vehicles Available	1,647	13.0%	6,006	9.0%	9,597	7.1%
Households 1 Vehicle Available	4,486	35.3%	24,761	37.1%	44,583	33.1%
Households 2 Vehicles Available	4,451	35.1%	25,021	37.5%	53,591	39.8%
Households 3 or More Vehicles Available	2,112	16.6%	10,953	16.4%	27,005	20.0%
Total Vehicles Available	21,022		114,171		247,937	
Average Vehicles per Household	1.7		1.7		1.8	
Owner-Occupied Household Vehicles	11,380	54.1%	68,870	60.3%	161,753	65.2%
Average Vehicles per Owner-Occupied Household	2.1		2.0		2.2	
Renter-Occupied Household Vehicles	9,642	45.9%	45,301	39.7%	86,184	34.8%
Average Vehicles per Renter-Occupied Household	1.3		1.4		1.4	
Travel Time (2010)						
Worker Base Age 16 years or Over	15,408		77,237		160,413	
Travel to Work in 14 Minutes or Less	3,771	24.5%	19,662	25.5%	36,057	22.5%
Travel to Work in 15 to 29 Minutes	5,154	33.4%	25,200	32.6%	53,576	33.4%
Travel to Work in 30 to 59 Minutes	4,200	27.3%	20,991	27.2%	46,360	28.9%
Travel to Work in 60 Minutes or More	1,570	10.2%	7,377	9.6%	15,371	9.6%
Work at Home	713	4.6%	4,008	5.2%	9,048	5.6%
Average Minutes Travel to Work	22.3		22.2		23.4	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave Pasadena, CA 91104	1 mi radius	3 mi radius	5 mi radius
Transportation To Work (2010)			
Worker Base Age 16 years or Over	15,408	77,237	160,413
Drive to Work Alone	10,587 68.7%	55,061 71.3%	118,379 73.8%
Drive to Work in Carpool	1,754 11.4%	7,149 9.3%	15,598 9.7%
Travel to Work by Public Transportation	1,188 7.7%	4,908 6.4%	8,724 5.4%
Drive to Work on Motorcycle	31 0.2%	242 0.3%	380 0.2%
Bicycle to Work	281 1.8%	1,565 2.0%	2,038 1.3%
Walk to Work	638 4.1%	3,589 4.6%	5,136 3.2%
Other Means	215 1.4%	714 0.9%	1,110 0.7%
Work at Home	713 4.6%	4,008 5.2%	9,048 5.6%
Daytime Demographics (2014)			
Total Businesses	986	10,428	16,816
Total Employees	5,953	96,004	144,182
Company Headquarter Businesses	- -	67 0.6%	85 0.5%
Company Headquarter Employees	1 -	6,602 6.9%	7,712 5.3%
Employee Population per Business	6.0 to 1	9.2 to 1	8.6 to 1
Residential Population per Business	37.6 to 1	16.5 to 1	21.3 to 1
Adj. Daytime Demographics Age 16 Years or Over	17,583	150,071	257,802
Labor Force			
Labor Population Age 16 Years or Over (2014)	28,864	138,700	289,620
Labor Force Total Males (2014)	13,885 48.1%	66,486 47.9%	137,923 47.6%
Male Civilian Employed	9,283 66.9%	44,751 67.3%	92,239 66.9%
Male Civilian Unemployed	870 6.3%	3,614 5.4%	7,219 5.2%
Males in Armed Forces	2 -	21 -	97 0.1%
Males Not in Labor Force	3,731 26.9%	18,099 27.2%	38,368 27.8%
Labor Force Total Females (2014)	14,978 51.9%	72,215 52.1%	151,697 52.4%
Female Civilian Employed	7,948 53.1%	39,857 55.2%	83,660 55.1%
Female Civilian Unemployed	796 5.3%	3,400 4.7%	6,271 4.1%
Females in Armed Forces	1 -	4 -	5 -
Females Not in Labor Force	6,234 41.6%	28,953 40.1%	61,761 40.7%
Unemployment Rate	5.8%	5.1%	4.7%
Labor Force Growth (2010-2014)	1,222 7.6%	4,625 5.8%	10,279 6.2%
Male Labor Force Growth (2010-2014)	718 8.4%	2,542 6.0%	6,034 7.0%
Female Labor Force Growth (2010-2014)	504 6.8%	2,083 5.5%	4,245 5.3%
Occupation (2010)			
Occupation Population Age 16 Years or Over	16,008	79,983	165,620
Occupation Total Males	8,565 53.5%	42,209 52.8%	86,205 52.0%
Occupation Total Females	7,444 46.5%	37,774 47.2%	79,415 48.0%
Management, Business, Financial Operations	1,901 11.9%	13,050 16.3%	30,411 18.4%
Professional, Related	4,100 25.6%	25,591 32.0%	51,754 31.2%
Service	3,727 23.3%	13,033 16.3%	24,696 14.9%
Sales, Office	3,314 20.7%	17,407 21.8%	38,461 23.2%
Farming, Fishing, Forestry	172 1.1%	368 0.5%	624 0.4%
Construction, Extraction, Maintenance	1,236 7.7%	4,621 5.8%	8,175 4.9%
Production, Transport, Material Moving	1,559 9.7%	5,913 7.4%	11,498 6.9%
White Collar Workers	9,315 58.2%	56,048 70.1%	120,626 72.8%
Blue Collar Workers	6,694 41.8%	23,935 29.9%	44,994 27.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave

Pasadena, CA 91104

1 mi radius

3 mi radius

5 mi radius

Units In Structure (2010)

	1 mi radius		3 mi radius		5 mi radius	
Total Units	12,462		65,505		132,280	
1 Detached Unit	6,615	53.1%	34,159	52.1%	77,428	58.5%
1 Attached Unit	921	7.4%	4,374	6.7%	8,473	6.4%
2 Units	500	4.0%	1,437	2.2%	2,691	2.0%
3 to 4 Units	1,051	8.4%	3,681	5.6%	6,456	4.9%
5 to 9 Units	1,046	8.4%	4,463	6.8%	8,846	6.7%
10 to 19 Units	831	6.7%	5,061	7.7%	9,230	7.0%
20 to 49 Units	808	6.5%	6,079	9.3%	10,729	8.1%
50 or More Units	618	5.0%	5,872	9.0%	7,739	5.9%
Mobile Home or Trailer	62	0.5%	331	0.5%	603	0.5%
Other Structure	10	0.1%	47	0.1%	85	0.1%

Homes Built By Year (2010)

Homes Built 2005 or later	252	2.0%	2,272	3.5%	3,779	2.9%
Homes Built 2000 to 2004	300	2.4%	2,495	3.8%	4,569	3.5%
Homes Built 1990 to 1999	542	4.3%	3,737	5.7%	7,870	5.9%
Homes Built 1980 to 1989	1,140	9.1%	7,223	11.0%	13,411	10.1%
Homes Built 1970 to 1979	1,414	11.3%	8,463	12.9%	16,677	12.6%
Homes Built 1960 to 1969	1,536	12.3%	7,587	11.6%	16,398	12.4%
Homes Built 1950 to 1959	1,541	12.4%	9,357	14.3%	21,621	16.3%
Homes Built 1940 to 1949	1,293	10.4%	7,727	11.8%	16,195	12.2%
Homes Built Before 1939	4,445	35.7%	16,645	25.4%	31,759	24.0%
Median Age of Homes	57.9	yrs	53.1	yrs	53.5	yrs

Home Values (2010)

Owner Specified Housing Units	5,007		31,855		71,746	
Home Values \$1,000,000 or More	311	6.2%	3,319	10.4%	9,516	13.3%
Home Values \$750,000 to \$999,999	677	13.5%	3,925	12.3%	9,220	12.9%
Home Values \$500,000 to \$749,999	1,212	24.2%	7,537	23.7%	16,691	23.3%
Home Values \$400,000 to \$499,999	727	14.5%	4,262	13.4%	8,450	11.8%
Home Values \$300,000 to \$399,999	718	14.3%	4,523	14.2%	9,199	12.8%
Home Values \$250,000 to \$299,999	368	7.3%	1,936	6.1%	4,030	5.6%
Home Values \$200,000 to \$249,999	275	5.5%	1,821	5.7%	4,060	5.7%
Home Values \$175,000 to \$199,999	107	2.1%	675	2.1%	1,707	2.4%
Home Values \$150,000 to \$174,999	153	3.1%	943	3.0%	2,051	2.9%
Home Values \$125,000 to \$149,999	75	1.5%	504	1.6%	1,183	1.6%
Home Values \$100,000 to \$124,999	118	2.3%	686	2.2%	1,643	2.3%
Home Values \$90,000 to \$99,999	28	0.6%	216	0.7%	451	0.6%
Home Values \$80,000 to \$89,999	35	0.7%	202	0.6%	511	0.7%
Home Values \$70,000 to \$79,999	29	0.6%	203	0.6%	460	0.6%
Home Values \$60,000 to \$69,999	26	0.5%	162	0.5%	407	0.6%
Home Values \$50,000 to \$59,999	26	0.5%	135	0.4%	356	0.5%
Home Values \$35,000 to \$49,999	38	0.8%	249	0.8%	534	0.7%
Home Values \$25,000 to \$34,999	33	0.7%	169	0.5%	393	0.5%
Home Values \$10,000 to \$24,999	31	0.6%	264	0.8%	601	0.8%
Home Values Under \$10,000	19	0.4%	123	0.4%	285	0.4%
Owner-Occupied Median Home Value	\$470,115		\$501,380		\$531,574	
Renter-Occupied Median Rent	\$1,025		\$1,185		\$1,187	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2014 Estimates with 2019 Projections

Calculated using Proportional Block Groups

Watt Companies

WATT COMPANIES

Lat/Lon: 34.1674/-118.1323

RFULL9

North Lake Square 1241 N Lake Ave

Pasadena, CA 91104

1 mi radius

3 mi radius

5 mi radius

Total Annual Consumer Expenditure (2014)

Total Household Expenditure	\$811 M	\$4.74 B	\$10.2 B
Total Non-Retail Expenditure	\$468 M	\$2.74 B	\$5.90 B
Total Retail Expenditure	\$344 M	\$2.00 B	\$4.31 B
Apparel	\$39.5 M	\$230 M	\$497 M
Contributions	\$33.1 M	\$204 M	\$453 M
Education	\$21.6 M	\$132 M	\$290 M
Entertainment	\$45.5 M	\$267 M	\$577 M
Food and Beverages	\$122 M	\$702 M	\$1.50 B
Furnishings and Equipment	\$36.0 M	\$214 M	\$465 M
Gifts	\$22.9 M	\$139 M	\$306 M
Health Care	\$47.8 M	\$273 M	\$581 M
Household Operations	\$30.7 M	\$184 M	\$405 M
Miscellaneous Expenses	\$13.2 M	\$76.5 M	\$163 M
Personal Care	\$11.7 M	\$67.9 M	\$146 M
Personal Insurance	\$8.85 M	\$53.6 M	\$118 M
Reading	\$2.67 M	\$15.7 M	\$33.7 M
Shelter	\$158 M	\$925 M	\$2.00 B
Tobacco	\$4.88 M	\$26.7 M	\$55.8 M
Transportation	\$158 M	\$912 M	\$1.95 B
Utilities	\$55.1 M	\$313 M	\$664 M

Monthly Household Consumer Expenditure (2014)

Total Household Expenditure	\$5,325	\$5,915	\$6,312
Total Non-Retail Expenditure	\$3,070 57.6%	\$3,415 57.7%	\$3,649 57.8%
Total Retail Expenditures	\$2,255 42.4%	\$2,499 42.3%	\$2,663 42.2%
Apparel	\$259 4.9%	\$287 4.9%	\$307 4.9%
Contributions	\$217 4.1%	\$255 4.3%	\$280 4.4%
Education	\$142 2.7%	\$165 2.8%	\$179 2.8%
Entertainment	\$299 5.6%	\$333 5.6%	\$357 5.7%
Food and Beverages	\$803 15.1%	\$877 14.8%	\$929 14.7%
Furnishings and Equipment	\$236 4.4%	\$268 4.5%	\$287 4.6%
Gifts	\$150 2.8%	\$174 2.9%	\$189 3.0%
Health Care	\$314 5.9%	\$341 5.8%	\$359 5.7%
Household Operations	\$201 3.8%	\$230 3.9%	\$250 4.0%
Miscellaneous Expenses	\$87 1.6%	\$96 1.6%	\$101 1.6%
Personal Care	\$77 1.4%	\$85 1.4%	\$90 1.4%
Personal Insurance	\$58 1.1%	\$67 1.1%	\$73 1.2%
Reading	\$18 0.3%	\$20 0.3%	\$21 0.3%
Shelter	\$1,036 19.4%	\$1,155 19.5%	\$1,236 19.6%
Tobacco	\$32 0.6%	\$33 0.6%	\$34 0.5%
Transportation	\$1,036 19.5%	\$1,139 19.3%	\$1,208 19.1%
Utilities	\$362 6.8%	\$390 6.6%	\$410 6.5%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.