

One Colorado

Demographics

3-Mile Radius

includes all of Pasadena and portions of South Pasadena, Alhambra, San Marino, Altadena, La Canada and Highland Park

Population:	188,876
Median age:	34.5 years old
Households:	71,190
Renter Occupied:	54%
Household Income:	\$81,290 (vs. \$64,340 for the United States)
College Education:	15% Graduate or professional degree <u>21%</u> Bachelor's Degree 36%
Employment:	31% Technical, Sales, and Administrative Support 22% Professional Specialty 16% Executive, Administrative and Managerial 12% Service 9% Operators, Fabricators and Laborers 8% Precision, Production, Craft and Repair <u>2%</u> Farming, Forestry and Fishing 100%

Psychographics

3-Mile Radius

includes all of Pasadena and portions of South Pasadena, Alhambra, San Marino, Altadena, La Canada and Highland Park

<u>Group</u>	<u>% HH</u>	<u>% over U.S. Avg.</u>
Urban Uptown (#2 group in nation)	31%, or 22,060 HH	555%
Urban Midscale (#7 group in nation)	21%, or 15,520 HH	335%
The Affluentials (#5 group in nation)	<u>13%</u> , or 9,720 HH 65%	170%

Source: 2003 Claritas Inc. All rights reserved.