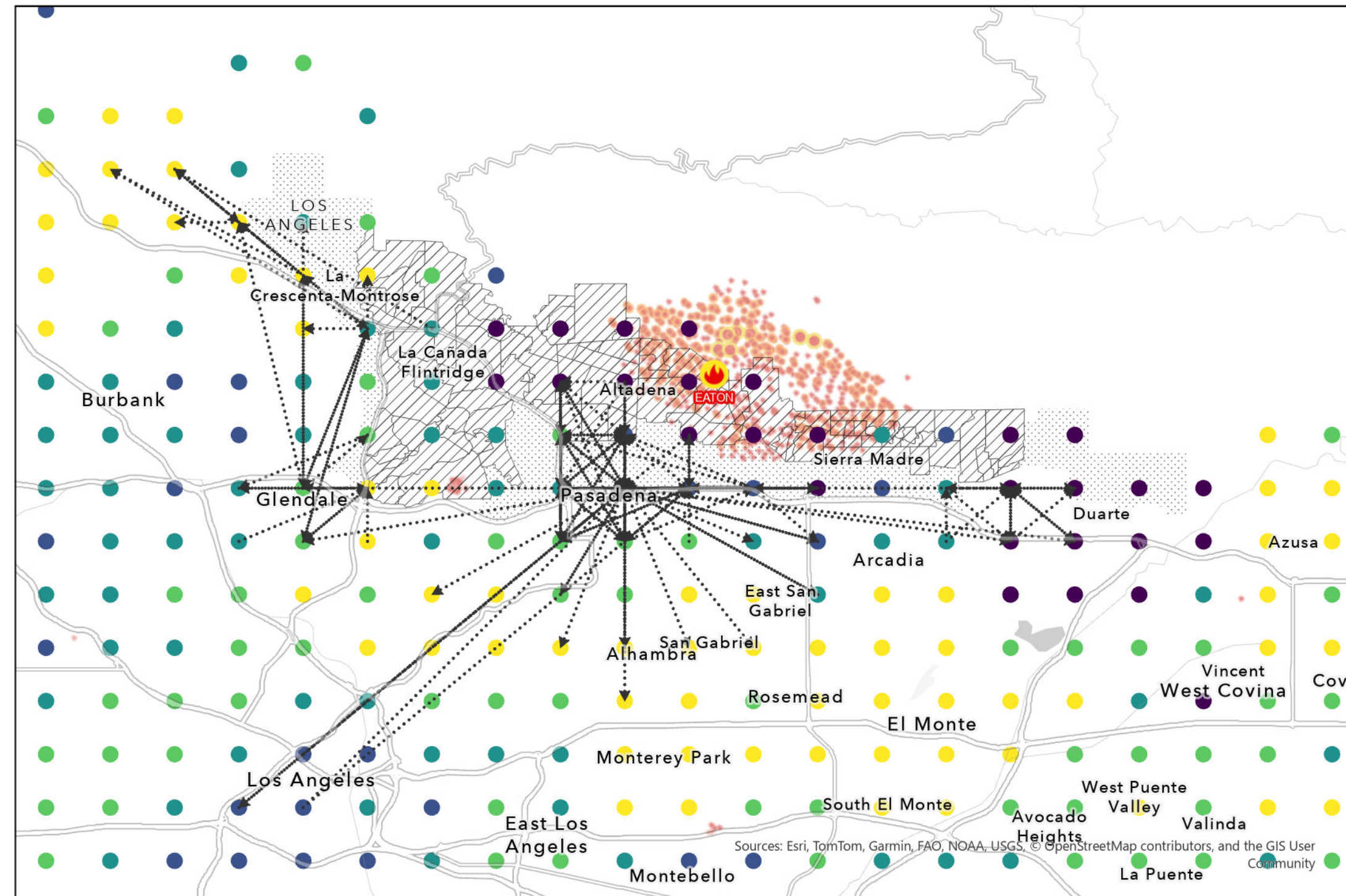


# Eaton Fire: Pasadena, CA

January 7th, 2025

The Eaton Fire started at 6:18pm on January 7th, 2025 in Eaton Canyon Natural Area to the north of Pasadena. As of the afternoon of January 8th, according to CalFIRE the burn covers 10,600 acres and is considered to be at high risk of rapid spread, fueled by high winds and long-term drought.

According to population data from Data for Good at Meta, the area within the mandatory and voluntary evacuation zones saw a decline of nearly 5% of population by the evening of January 7th as compared to the 90-day pre-event baseline. The dispersion pattern of population from the fire moved principally towards the south and southeast towards Glendale and Los Angeles.



## Legend

- EatonFireMvt\_010725
- Facebook Population z\_score
  - 4.000000 - -1.923542
  - 1.923541 - -0.292279
  - 0.292278 - 0.636913
  - 0.636914 - 1.731337
  - 1.731338 - 4.000000
- Satellite (VIIRS) Thermal Hotspots and Fire Activity
  - > 750
  - 300-749
  - 100-299
  - 10-99
  - 0-9
- zone\_status
  - Advisory
  - Evacuation Order
  - Evacuation Warning
  - <all other values>