

DEMOGRAPHIC PROFILE COMPLETE
with POSTAL COUNT ^{PRO} Updates
1990-2000 Census, 2011 Estimates & 2016 Projections
Southern Miami-Dade County & Florida Keys Trade Area



Southland Mall | 20505 South Dixie Highway | Miami, FL 33189

Population

2011 Estimated	661,660	
2000 Census	545,844	
1990 Census	415,363	
Growth 1990-2000 (Historical)	130,481	3.1%
Growth 2000-2010 (Historical)	119,487	2.2%
Trade Area Size	650.40	sq mi

Households

2011 Estimated	211,277
2000 Census	175,083
2016 Projected	216,105

Average Household Income

2011 Estimated	\$69,084
2016 Projected	\$76,649

Median Household Income

2011 Estimated	\$75,963
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Median Family Income

2011 Estimated	\$65,705
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Average Family Income

2011 Estimated	\$75,376
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Median Disposable Income

2011 Estimated	\$48,495
2016 Estimated	\$51,336

Average Household Networth

2011 Estimated	\$440,705
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Consumer Expenditure (Annual Total)

2011 Total Household Expenditure	\$11,437,821,356
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Household Income Distribution

Income \$75,000+ (2011)	35.0%
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Gender Distribution

Female Population (2011)	335,673	50.7%
Male Population (2011)	325,971	49.3%

Median Age Distribution (2011)

37.1 yrs

Daytime Demographics (2011)

Est. Adj. Daytime Demos (Age 16+)	365,202
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Race & Ethnicity (2011)

White	516,690	77.5%
Black or African American	91,828	15.3%
American Indian & Alaskan Native	1,438	0.5%
Asian	12,156	2.0%
Hawaiian & Pacific Islander	282	0.1%
Other Race	22,652	2.7%
Two or More Races	16,614	1.9%

Total 661,660

Hispanic or Latino Population	443,133	59.8%
<i>Hispanic: White</i>	398,060	88.7%
<i>Hispanic: Black or African American</i>	11,084	3.8%
<i>Hispanic: American Indian</i>	759	0.4%
<i>Hispanic: Asian</i>	627	0.5%
<i>Hispanic: Hawaiian & Pacific Islander</i>	55	0.1%
<i>Hispanic: Other Race</i>	2,124	4.4%
<i>Hispanic: Two or More Races</i>	11,425	2.1%

Not Hispanic or Latino Population	218,527	40.2%
<i>Non Hispanic: White</i>	118,630	60.9%
<i>Non Hispanic: Black or African American</i>	80,744	32.3%
<i>Non Hispanic: American Indian</i>	679	0.5%
<i>Non Hispanic: Asian</i>	11,530	4.2%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	227	0.2%
<i>Non Hispanic: Other Race</i>	1,528	0.2%
<i>Non Hispanic: Two or More Races</i>	5,189	1.7%

Housing

Owner Occupied Units (2011)	68.6%
Renter Occupied Units (2011)	31.4%

Occupation

Management/Business/Financial	14.1%
Professional	16.7%
Service	16.3%
Sales	32.2%
Farming/Fishing/Forestry	1.8%
Construction/Maintenance	10.1%
Production/Transportation	8.9%

White Collar Workers (2000)	63%
Blue Collar Workers (2000)	37%

Educational Attainment

College Educated (2011)	53.6%
College Graduates (2011)	26.7%