

DEMOGRAPHIC PROFILE COMPLETE
with **POSTAL COUNT** ^{PRO} Updates
1990-2000 Census, 2009 Estimates & 2014 Projections
Southern Miami-Dade County & Florida Keys Trade Area



Southland Mall
20505 South Dixie Highway
Miami, FL 33189

Population

2009 Estimated	615,295	
2000 Census	542,667	
1990 Census	413,370	
Growth 1990-2000 (Historical)	129,296	3.1%
Growth 2000-2009 (Historical)	72,628	1.5%
Trade Area Size	651.06	sq mi

Households

2009 Estimated	196,814
2000 Census	174,726
2014 Projected	199,901

Average Household Income

2009 Estimated	\$67,771
2014 Projected	\$78,013

Median Household Income

2009 Estimated	\$58,065
2014 Projected	\$61,490

Median Family Income

2009 Estimated	\$63,832
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Average Family Income

2009 Estimated	\$73,437
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Median Disposable Income

2009 Estimated	\$48,022
2014 Estimated	\$50,400

Median Household Networth

2009 Estimated	\$510,018
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Consumer Expenditure

2009 Total Household Expenditure	\$10,507
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Household Income Distribution

Income \$75,000+ (2009 est.)	34.2%
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Race & Ethnicity

White (2009 est.)	484,052	78.7%
African American(2009 est.)	97,047	15.8%
American Indian (2009 est.)	980	0.2%
Asian (2009 est.)	10,589	1.7%
Other Race (2009 est.)	13,152	2.1%
Hispanic (2009 est.)	373,622	60.7%
Not Hispanic (2009 est.)	241,673	39.3%
Hispanic (2014 proj.)	405,323	65.8%
Not Hispanic (2014 proj.)	210,325	34.2%
Hist. Hispanic Growth (1990 to 2009)	213,933	7.1%
Proj. Hispanic Growth (2009 to 2014)	31,701	1.7%

Gender Distribution

Female Population (2009 est.)	312,630	50.8%
Male Population (2009 est.)	302,664	49.2%

Median Age Distribution

(2009 est.)	36	yrs
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Housing

Owner Occupied Units (2009 est.)	72.4%
Renter Occupied Units (2009 est.)	27.6%

Occupation

Management/Business/Financial	14%
Professional	17%
Service	16%
Sales	32%
Farming/Fishing/Forestry	2%
Construction/Maintenance	10%
Production/Transportation	9%

White Collar Workers (2000)	63.1%
Blue Collar Workers (2000)	36.9%

Educational Attainment

College Educated (2009 est.)	16.5%
College Graduates (2009 est.)	36.7%