

U.S. Census Bureau News

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Super Bowl XLIV

Super Bowl XLIV will be played Feb. 7 at Sun Life Stadium in Miami Gardens, Fla., a Miami suburb. To commemorate this occasion, the Census Bureau has compiled a collection of facts examining the demographics of the host city, as well as the cities represented by the contenders, in this year's edition of our nation's most celebrated sporting event.

With the mail-out of 2010 Census questionnaires slightly more than a month away, the Census Bureau will run three ads promoting census awareness during the Super Bowl telecast -- two during the pregame show and one during the third quarter.

New Orleans (Saints)

Unless otherwise indicated, the data come from the 2008 American Community Survey.

55th

Where New Orleans ranked on the list of the nation's most populous cities. The estimated population of New Orleans on July 1, 2008, was 336,644. New Orleans' population climbed by 48,531 from July 1, 2007, to July 1, 2008.

Source: Population estimates <<http://www.census.gov/popest/cities/SUB-EST2008.html>>

25%

Percentage of New Orleans residents 25 and older who had a bachelor's degree or higher in 2008; 82 percent had at least graduated from high school. The respective national figures were 28 percent and 85 percent.

23 minutes

Average amount of time it took New Orleans residents to get to work. Sixty-seven percent of the city's workers drove to work alone, 13 percent carpooled, and 7 percent took public transportation. Nationally, it took workers an average of 26 minutes to get to work.

9%

Percentage of New Orleans residents 5 and older who spoke a language other than English at home. The national average was 20 percent. (The figure for New Orleans is not significantly different from that for Indianapolis.)

\$37,751

Median household income for New Orleans. The national median was \$52,029.

\$194,300

Median home value of owner-occupied homes in New Orleans, not significantly different from the national median of \$197,600.

Indianapolis (Colts)

Unless otherwise indicated, the data come from the 2008 American Community Survey.

14th

Where Indianapolis ranked on the list of the nation's most populous cities. The estimated population of Indianapolis on July 1, 2008, was 798,382. Indianapolis gained 3,517 people from July 1, 2007, to July 1, 2008.

Source: Population estimates <<http://www.census.gov/popest/cities/SUB-EST2008.html>>

28%

Percentage of Indianapolis residents 25 and older who had a bachelor's degree or higher in 2008; 85 percent had at least graduated from high school. The respective national figures were 28 percent and 85 percent.

23 minutes

Average amount of time it took Indianapolis residents to get to work. Eighty-two percent of the city's workers drove to work alone, 10 percent carpooled and 2 percent took public transportation. Nationally, it took workers an average of 26 minutes to get to work.

10%

Percentage of Indianapolis residents 5 and older who spoke a language other than English at home. The national average was 20 percent. (The figure for Indianapolis is not significantly different from that for New Orleans.)

\$43,652

Median household income for Indianapolis. The national median was \$52,029.

\$125,500

Median home value of owner-occupied homes in Indianapolis. The national median was \$197,600.

Miami (host city)

Unless otherwise indicated, the data come from the 2008 American Community Survey.

43rd

Where Miami ranked on the list of the nation's most populous cities. The estimated population of Miami on July 1, 2008, was 413,201. Miami gained 6,317 people from July 1, 2007, to July 1, 2008. The Super Bowl actually will be played in suburban Miami Gardens, Fla., which had a July 1, 2008, population of 109,346.

Source: Population estimates <<http://www.census.gov/popest/cities/SUB-EST2008.html>>

25%

Percentage of Miami residents 25 and older who had a bachelor's degree or higher in 2008; 67 percent had at least graduated from high school. The respective national figures were 28 percent and 85 percent.

27 minutes

Average amount of time it took Miami residents to get to work. Seventy percent of the city's workers drove to work alone, 9 percent carpooled, and 12 percent took public transportation. Nationally, it took workers an average of 26 minutes to get to work.

77%

Percentage of Miami residents 5 and older who spoke a language other than English at home. The national average was 20 percent.

\$28,333

Median household income for Miami. The national median was \$52,029.

\$313,300

Median home value of owner-occupied homes in Miami. The national median was \$197,600.

Following is a list of observances typically covered by the Census Bureau's *Facts for Features* series:

African-American History Month (February)	Labor Day
Super Bowl	Grandparents Day
Valentine's Day (Feb. 14)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Women's History Month (March)	Unmarried and Single Americans Week
Irish-American Heritage Month (March)/ St. Patrick's Day (March 17)	Halloween (Oct. 31)
Asian/Pacific American Heritage Month (May)	American Indian/Alaska Native Heritage Month (November)
Older Americans Month (May)	Veterans Day (Nov. 11)
Cinco de Mayo (May 5)	Thanksgiving Day
Mother's Day	The Holiday Season (December)
Hurricane Season Begins (June 1)	
Father's Day	
The Fourth of July (July 4)	
Anniversary of Americans with Disabilities Act (July 26)	
Back to School (August)	

Editor's note: The preceding data were collected from a variety of sources and may be subject to sampling variability and other sources of error. Facts for Features are customarily released about two months before an observance in order to accommodate magazine production timelines. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: 301-763-3030; fax: 301-763-3762; or e-mail: <pio@census.gov>.