Then and Now

A Look at How Life Has Changed from Super Bowl I to Super Bowl 50

SUPER BOWL I

Jan. 15, 1967 Los Angeles Memorial Coliseum

Population (1970 Census) **United States:** 203 million **Los Angeles:** 2.8 million **Santa Clara:** 86,118

Median Household Income

(1970 Census)

United States: \$9,590 Los Angeles: \$10,535 Santa Clara: \$12,135

Percent with a Bachelor's Degree

or Higher (1970 Census) United States: 10.7%

Los Angeles: 13.9% Santa Clara: 12.6%

Note: Median household income statistics have not been adjusted for inflation.

SUPER BOWL 50

Feb. 7, 2016 Levi's Stadium, Santa Clara, CA

Population (July 1, 2014)

United States: 319 million **Los Angeles:** 3.9 million **Santa Clara:** 122,192

Median Household Income (as of 2014)

United States: \$53,657 Los Angeles: \$50,544 Santa Clara: \$91,080

Percent with a Bachelor's Degree or Higher (as of 2014)

United States: 30.1% Los Angeles: 32.3% Santa Clara: 54.8%



U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU CENSUS. 40V

Source: 1970 Census, Vintage 2014 Population Estimates, 2014 American Community Survey

For more information, go to census.gov/acs