

SOUTH FLORIDA: BASIC DATA
 {Tri-County: Palm Beach, Broward, Dade}

AREA	5,144 square miles.	
POPULATION	4.3 million. 32% of Florida's total population.	
ANNUAL VISITORS	17.4 million.	
# OF HOUSEHOLDS	1.7 million.	
MEDIAN AGE	37.5 years.	
OVER 65 YEARS OLD	19 percent.	
AVERAGE HOUSEHOLD INCOME	Palm Beach County	\$33,000
	Broward County	\$30,000
	Dade County	\$27,000
WEATHER/CLIMATE	Average year-round temperature of approximately 77 degrees Fahrenheit, with an average of 3,000 hours of sunshine per year. The coolest month of the year is January, and the hottest month is August.	
LARGE EMPLOYERS	Publix Supermarkets Winn-Dixie Supermarkets American Express Co. AT&T Communications Motorola Carnival Hotels & Casinos	Office Depot Inc. Eckerd Drug Company Royal Caribbean Cruises Ltd. Carnival Cruise Lines Burger King Corp. Southern Bell Telephone
PER CAPITA CONSUMPTION	<i>At Home: Finfish</i>	6.82 kg
	<i>At Home: Shellfish</i>	1.13 kg
	<i>Eating Out: Finfish</i>	6.28 kg
	<i>Eating Out: Shellfish</i>	2.48 kg
	<i>Total Finfish Per Year</i>	13.2 kg
	<i>Total Shellfish Per Year</i>	3.60 kg
	<i>Total Male Per Year</i>	19.1 kg
	<i>Total Female Per Year</i>	15.2 kg
	<i>Total Florida Per Year</i>	16.8 kg
	<i>Species: Canned Tuna</i>	3.67 kg
	<i>Species: Shrimp</i>	1.53 kg
	<i>Species: Grouper</i>	1.25 kg
	<i>Species: Flounder</i>	1.09 kg
	<i>Species: Snapper</i>	0.93 kg
	<i>Species: Freshwater Catfish</i>	0.91 kg
	<i>Species: Breaded Fillets</i>	0.67 kg
	<i>Species: Salmon</i>	0.51 kg