

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

<b>AREA</b>	5,144 square miles.	
<b>POPULATION</b>	4.3 million. 32% of Florida's total population.	
<b>ANNUAL VISITORS</b>	17.4 million.	
<b># OF HOUSEHOLDS</b>	1.7 million.	
<b>MEDIAN AGE</b>	37.5 years.	
<b>OVER 65 YEARS OLD</b>	19 percent.	
<b>AVERAGE HOUSEHOLD INCOME</b>	Palm Beach County	\$33,000
	Broward County	\$30,000
	Dade County	\$27,000
<b>WEATHER/CLIMATE</b>	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.	
<b>LARGE EMPLOYERS</b>	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
<b>PER CAPITA CONSUMPTION</b>	<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