

Regional Economic Activity, October 2016 over October 2015
Taxable Sales by Major Category (\$ Million) and Percentage Change

| | Total | Autos & Accessories | Consumer Durables | Tourism & Recreation | Consumer Nondurables | Building Investment | Business Investment | Index of Retail Activity |
|---------------------------|---------|---------------------|-------------------|----------------------|----------------------|---------------------|---------------------|--------------------------|
| Cape Coral/Ft. Myers | 1031.3 | 200.7 | 71.1 | 210.0 | 298.7 | 88.5 | 162.4 | 201.5 |
| % change | 0.0% | 0.8% | -13.1% | -0.3% | 0.7% | 4.5% | 2.3% | 4.3% |
| Daytona Beach | 576.7 | 130.8 | 27.4 | 117.9 | 173.0 | 45.7 | 81.9 | 157.0 |
| % change | -1.9% | -3.0% | -13.0% | -6.7% | -2.5% | 14.0% | 5.9% | 5.0% |
| Ft. Lauderdale | 2818.6 | 528.5 | 258.2 | 512.2 | 815.1 | 170.1 | 534.5 | 158.0 |
| % change | -1.7% | -6.0% | -0.4% | -1.2% | -0.1% | 0.8% | -1.3% | 4.3% |
| Ft. Walton | 322.4 | 57.4 | 19.6 | 87.6 | 94.3 | 22.1 | 41.4 | 180.8 |
| % change | 7.9% | 9.3% | 9.9% | 10.2% | 1.3% | 9.0% | 16.2% | 8.1% |
| Gainesville | 317.0 | 62.4 | 13.5 | 71.2 | 106.8 | 23.1 | 39.9 | 157.4 |
| % change | 2.4% | -1.3% | -0.1% | 2.0% | 1.5% | 4.2% | 11.9% | 6.4% |
| Jacksonville | 1866.5 | 366.5 | 99.7 | 378.3 | 565.2 | 134.1 | 322.9 | 157.9 |
| % change | -0.6% | -3.8% | -0.5% | -2.7% | 1.9% | 6.7% | -1.7% | 4.5% |
| Miami | 3907.7 | 583.9 | 334.4 | 883.2 | 1147.9 | 176.0 | 782.3 | 177.5 |
| % change | -3.2% | -8.4% | -0.8% | -8.5% | -0.4% | -1.4% | 2.0% | 2.3% |
| Naples | 669.6 | 92.8 | 62.1 | 177.3 | 191.7 | 57.8 | 88.0 | 184.9 |
| % change | 3.4% | -1.9% | -7.5% | 4.8% | 7.0% | 4.2% | 7.0% | 6.3% |
| Ocala | 362.6 | 90.6 | 19.5 | 57.4 | 108.6 | 30.1 | 56.6 | 161.8 |
| % change | -0.8% | 2.0% | -0.4% | 4.1% | -5.6% | -0.3% | -0.5% | 5.8% |
| Orlando/Kissimmee | 4962.3 | 662.5 | 223.4 | 1882.8 | 1206.1 | 241.8 | 745.7 | 188.0 |
| % change | 1.2% | -3.3% | 4.8% | 1.8% | 0.0% | 6.8% | 3.4% | 3.4% |
| Palm Bay/Melbourne | 647.8 | 118.1 | 32.3 | 114.8 | 221.0 | 62.6 | 99.0 | 165.6 |
| % change | 6.3% | -3.5% | -10.1% | -2.5% | 12.0% | 26.9% | 14.4% | 10.9% |
| Palm Coast | 73.1 | 11.4 | 2.3 | 16.8 | 26.0 | 8.0 | 8.7 | 275.1 |
| % change | 0.1% | 0.2% | 10.6% | -9.8% | -0.9% | 26.8% | 2.7% | 6.0% |
| Panama City | 306.2 | 52.5 | 13.1 | 91.6 | 92.4 | 23.8 | 32.7 | 186.9 |
| % change | 7.9% | 6.6% | -2.4% | 17.5% | 3.3% | 5.7% | 4.9% | 9.1% |
| Pensacola | 524.7 | 106.3 | 28.2 | 110.9 | 167.7 | 39.6 | 72.0 | 164.3 |
| % change | 5.7% | 5.8% | 5.4% | 8.2% | 2.4% | 9.0% | 7.8% | 7.7% |
| Port St. Lucie/Ft. Pierce | 493.8 | 93.3 | 39.2 | 95.4 | 139.9 | 45.3 | 80.5 | 177.8 |
| % change | 0.3% | -9.0% | -10.9% | 3.0% | 0.6% | 9.2% | 10.7% | 5.5% |
| Punta Gorda | 224.2 | 49.0 | 15.7 | 35.7 | 75.6 | 21.3 | 27.0 | 192.7 |
| % change | 12.4% | 26.3% | -9.4% | 4.1% | 17.3% | 7.7% | 8.1% | 21.2% |
| Sarasota/Bradenton | 1044.1 | 195.5 | 75.5 | 206.5 | 302.8 | 86.5 | 177.1 | 167.9 |
| % change | 1.0% | 2.7% | -3.5% | 1.1% | -0.1% | -0.5% | 4.0% | 5.5% |
| Sebastian/Vero Beach | 176.5 | 27.3 | 10.6 | 41.3 | 58.3 | 18.1 | 20.9 | 166.7 |
| % change | 2.4% | -5.5% | -6.7% | 21.6% | -1.9% | 10.2% | -5.9% | 5.5% |
| Tallahassee | 395.4 | 74.9 | 21.3 | 89.1 | 130.6 | 26.2 | 53.2 | 139.5 |
| % change | 3.6% | 1.1% | 5.6% | 4.5% | 1.4% | 13.5% | 6.2% | 4.0% |
| Tampa/St. Petersburg | 3916.3 | 775.4 | 258.7 | 795.2 | 1159.5 | 247.6 | 679.9 | 153.6 |
| % change | 1.5% | -0.9% | 0.7% | 4.9% | 1.4% | -0.5% | 1.5% | 5.6% |
| West Palm Beach | 2098.8 | 318.5 | 172.1 | 451.9 | 604.3 | 143.9 | 408.2 | 159.1 |
| % change | -3.0% | -4.2% | -4.4% | -3.2% | -3.4% | -2.6% | -0.7% | 4.1% |
| Winter Haven/Lakeland | 705.6 | 172.6 | 25.9 | 115.1 | 195.6 | 52.8 | 143.4 | 165.1 |
| % change | 2.0% | 5.6% | -6.9% | 2.0% | 3.2% | 2.0% | -2.0% | 7.3% |
| STATEWIDE | 31639.1 | 5283.3 | 2098.4 | 7053.9 | 9352.0 | 2021.7 | 5829.7 | 169.6 |
| % change | 0.8% | -1.5% | -1.4% | 0.5% | 1.3% | 4.6% | 2.1% | 4.9% |