

Regional Economic Activity, December 2016 over December 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 | 1369.2 | 229.2 | 92.6 | 290.3 | 468.5 | 97.9 | 190.8 | 199.5 |
| % change | 2.8% | 2.1% | -7.5% | 2.5% | 2.2% | 5.1% | 10.7% | 2.1% |
| Daytona Beach | 740.9 | 160.9 | 40.9 | 142.3 | 259.1 | 46.5 | 91.3 | 160.2 |
| % change | 6.5% | 14.1% | 0.7% | 5.2% | 4.3% | 8.7% | 4.1% | 5.6% |
| Ft. Lauderdale | 3689.0 | 647.3 | 334.7 | 644.9 | 1276.6 | 167.0 | 618.5 | 157.3 |
| % change | 2.4% | 2.7% | 1.1% | 2.3% | 3.0% | 4.7% | 0.8% | 3.0% |
| Ft. Walton | 322.8 | 60.9 | 22.1 | 57.8 | 116.5 | 22.5 | 43.1 | 172.6 |
| % change | 4.4% | 11.6% | -10.8% | 4.1% | 1.5% | 7.4% | 11.1% | 7.4% |
| Gainesville | 395.4 | 72.0 | 21.0 | 70.8 | 150.6 | 30.7 | 50.3 | 157.4 |
| % change | 10.0% | 12.1% | 1.1% | 4.5% | 9.1% | 11.7% | 22.1% | 5.9% |
| Jacksonville | 2430.2 | 438.3 | 149.6 | 457.8 | 857.9 | 143.3 | 383.3 | 159.7 |
| % change | 6.4% | 8.2% | 7.7% | 8.6% | 2.2% | 15.1% | 7.9% | 5.0% |
| Miami | 5131.2 | 672.8 | 417.9 | 1124.2 | 1839.0 | 169.8 | 907.5 | 176.0 |
| % change | -0.4% | -2.1% | -2.1% | -6.7% | 0.6% | 6.6% | 7.5% | -0.3% |
| Naples | 877.6 | 113.9 | 76.6 | 224.0 | 309.0 | 56.8 | 97.3 | 189.0 |
| % change | 1.2% | 3.1% | -5.0% | -5.2% | 6.8% | 1.7% | 2.6% | 5.0% |
| Ocala | 451.7 | 102.7 | 26.8 | 68.5 | 159.3 | 34.7 | 59.7 | 163.0 |
| % change | 4.0% | 9.9% | 0.6% | 5.9% | -0.3% | 8.4% | 3.5% | 5.3% |
| Orlando/Kissimmee | 5999.6 | 780.2 | 300.3 | 2083.6 | 1754.2 | 254.6 | 826.7 | 193.3 |
| % change | 4.4% | 9.7% | 6.5% | 0.7% | 2.9% | 16.1% | 8.3% | 4.3% |
| Palm Bay/Melbourne | 846.4 | 149.7 | 47.9 | 142.1 | 332.9 | 56.4 | 117.4 | 167.7 |
| % change | 9.4% | 12.0% | 4.1% | 5.2% | 11.5% | 13.7% | 6.3% | 11.6% |
| Palm Coast | 97.3 | 12.7 | 3.5 | 21.2 | 38.2 | 8.6 | 13.1 | 272.9 |
| % change | 11.4% | 8.5% | 58.5% | 4.8% | 2.0% | 28.1% | 44.5% | 5.7% |
| Panama City | 300.6 | 50.6 | 16.3 | 59.8 | 112.5 | 23.2 | 38.2 | 179.6 |
| % change | 3.2% | 8.0% | 0.2% | 4.0% | -0.6% | 4.1% | 8.9% | 8.9% |
| Pensacola | 607.4 | 110.6 | 36.0 | 102.6 | 236.4 | 43.1 | 78.7 | 159.5 |
| % change | 6.1% | 7.8% | 1.0% | 6.4% | 2.6% | 20.2% | 9.6% | 7.9% |
| Port St. Lucie/Ft. Pierce | 625.5 | 119.8 | 53.4 | 103.9 | 215.0 | 44.9 | 88.5 | 174.7 |
| % change | 3.4% | 6.5% | -5.0% | 3.6% | 3.6% | 4.1% | 3.6% | 4.2% |
| Punta Gorda | 281.6 | 50.5 | 23.9 | 42.8 | 111.1 | 21.6 | 31.8 | 186.7 |
| % change | 12.0% | 35.4% | 8.4% | 0.0% | 11.9% | 2.5% | 9.6% | 16.8% |
| Sarasota/Bradenton | 1345.5 | 230.7 | 98.5 | 260.1 | 465.9 | 89.1 | 201.2 | 167.0 |
| % change | 3.5% | 8.0% | -0.7% | 3.0% | 2.1% | 3.2% | 5.2% | 4.7% |
| Sebastian/Vero Beach | 255.4 | 32.8 | 16.6 | 66.4 | 96.5 | 15.6 | 27.5 | 163.7 |
| % change | 4.3% | 11.6% | -3.3% | 2.3% | 4.3% | 0.9% | 8.2% | 4.9% |
| Tallahassee | 462.1 | 82.8 | 34.4 | 80.5 | 180.2 | 25.4 | 58.9 | 140.1 |
| % change | 3.9% | 3.3% | 5.6% | 5.5% | 1.6% | 4.5% | 8.3% | 4.7% |
| Tampa/St. Petersburg | 5050.8 | 1144.9 | 327.7 | 877.4 | 1692.5 | 256.0 | 752.4 | 155.7 |
| % change | 8.3% | 37.1% | -4.1% | 2.3% | 0.9% | 7.2% | 5.6% | 5.6% |
| West Palm Beach | 2859.2 | 407.6 | 226.6 | 566.8 | 1053.7 | 148.5 | 456.0 | 158.3 |
| % change | 2.6% | 7.6% | 1.9% | 2.0% | 1.9% | 7.2% | -0.4% | 2.5% |
| Winter Haven/Lakeland | 876.1 | 207.5 | 39.1 | 134.6 | 290.4 | 55.6 | 148.8 | 163.4 |
| % change | 7.6% | 20.5% | -5.1% | 5.8% | 2.7% | 2.8% | 8.7% | 8.0% |
| STATEWIDE | 41078.9 | 6469.0 | 2804.2 | 8250.4 | 14629.3 | 2100.5 | 6825.4 | 170.1 |
| % change | 5.3% | 12.1% | 1.8% | 1.7% | 4.0% | 9.1% | 7.1% | 3.6% |