

Regional Economic Activity, February 2019 over February 2018  
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      | 1386.3  | 234.0               | 87.9              | 389.4                | 362.1                | 98.4                | 214.6               | 209.1                    |
| % change                  | -0.6%   | -12.7%              | -1.2%             | 4.3%                 | -2.6%                | -4.6%               | 13.3%               | -1.9%                    |
| Daytona Beach             | 738.1   | 136.6               | 35.9              | 224.1                | 198.5                | 46.3                | 96.6                | 166.4                    |
| % change                  | -1.9%   | -2.7%               | -6.6%             | 21.0%                | -1.5%                | -6.5%               | -29.6%              | 1.6%                     |
| Ft. Lauderdale            | 3230.0  | 607.2               | 233.5             | 723.9                | 867.6                | 166.6               | 631.2               | 162.1                    |
| % change                  | -0.2%   | 3.7%                | -17.6%            | 5.6%                 | -5.4%                | 0.4%                | 5.2%                | -1.3%                    |
| Ft. Walton                | 312.2   | 63.7                | 22.1              | 71.8                 | 86.5                 | 23.7                | 44.4                | 188.4                    |
| % change                  | 3.9%    | 6.6%                | -1.0%             | 8.6%                 | -2.7%                | 7.8%                | 6.9%                | 8.1%                     |
| Gainesville               | 341.6   | 69.3                | 14.5              | 72.1                 | 107.8                | 27.6                | 50.2                | 161.9                    |
| % change                  | 0.4%    | 2.4%                | -15.8%            | 1.6%                 | -3.8%                | 1.5%                | 11.8%               | 0.7%                     |
| Jacksonville              | 2131.7  | 423.6               | 117.5             | 443.9                | 589.3                | 144.3               | 413.1               | 168.8                    |
| % change                  | 1.1%    | 3.0%                | -5.5%             | 3.7%                 | -2.5%                | -3.2%               | 5.7%                | 0.5%                     |
| Miami                     | 4575.6  | 609.4               | 312.8             | 1226.8               | 1255.2               | 174.9               | 996.6               | 184.5                    |
| % change                  | 1.6%    | 1.4%                | -9.4%             | 6.7%                 | -4.8%                | -0.2%               | 9.1%                | -0.4%                    |
| Naples                    | 929.9   | 109.1               | 66.8              | 305.3                | 272.7                | 59.1                | 116.9               | 201.0                    |
| % change                  | 5.8%    | 12.6%               | 0.3%              | 7.4%                 | 3.2%                 | 3.5%                | 6.6%                | 3.9%                     |
| Ocala                     | 422.4   | 105.9               | 22.2              | 65.1                 | 117.7                | 38.1                | 73.4                | 167.2                    |
| % change                  | 2.4%    | 5.1%                | -8.0%             | -0.8%                | -2.1%                | 1.8%                | 13.8%               | 1.5%                     |
| Orlando/Kissimmee         | 5760.1  | 782.4               | 237.1             | 2247.6               | 1282.4               | 268.9               | 941.8               | 211.6                    |
| % change                  | 0.9%    | 1.8%                | -10.3%            | 3.3%                 | -6.8%                | 4.5%                | 9.0%                | 0.7%                     |
| Palm Bay/Melbourne        | 730.6   | 130.3               | 37.2              | 150.5                | 236.5                | 54.9                | 121.4               | 168.7                    |
| % change                  | -1.8%   | -4.2%               | -11.0%            | 1.0%                 | -5.0%                | -10.8%              | 13.8%               | -1.6%                    |
| Palm Coast                | 87.6    | 12.1                | 3.0               | 24.0                 | 28.4                 | 7.7                 | 12.4                | 288.2                    |
| % change                  | 1.0%    | 1.0%                | -5.7%             | 1.4%                 | -1.1%                | -13.1%              | 20.4%               | 1.5%                     |
| Panama City               | 339.8   | 54.3                | 17.2              | 81.6                 | 84.9                 | 52.5                | 49.3                | 204.7                    |
| % change                  | 18.0%   | 16.0%               | 10.9%             | 14.6%                | -6.2%                | 97.5%               | 32.0%               | 19.4%                    |
| Pensacola                 | 565.4   | 117.5               | 31.5              | 109.5                | 167.2                | 50.3                | 89.4                | 167.8                    |
| % change                  | 4.2%    | 3.9%                | -1.6%             | 3.4%                 | -1.7%                | 10.5%               | 17.9%               | 4.0%                     |
| Port St. Lucie/Ft. Pierce | 591.7   | 118.5               | 45.1              | 121.7                | 156.2                | 50.6                | 99.5                | 184.8                    |
| % change                  | 0.5%    | 4.2%                | -7.6%             | 3.4%                 | -2.6%                | 2.2%                | 1.3%                | 0.8%                     |
| Punta Gorda               | 260.8   | 46.4                | 20.6              | 57.6                 | 75.5                 | 23.2                | 37.5                | 180.4                    |
| % change                  | -5.1%   | -11.5%              | 0.0%              | 4.1%                 | -15.0%               | -0.1%               | 8.6%                | -3.6%                    |
| Sarasota/Bradenton        | 1300.0  | 209.5               | 81.6              | 339.4                | 357.5                | 91.1                | 220.8               | 175.0                    |
| % change                  | 2.1%    | -4.8%               | -5.2%             | 6.9%                 | -1.5%                | 0.1%                | 13.2%               | 0.7%                     |
| Sebastian/Vero Beach      | 212.1   | 32.7                | 14.6              | 50.1                 | 70.5                 | 15.1                | 29.0                | 168.2                    |
| % change                  | 0.3%    | 7.8%                | -0.6%             | 0.3%                 | -3.8%                | -15.4%              | 14.9%               | -0.2%                    |
| Tallahassee               | 412.2   | 79.9                | 18.6              | 85.7                 | 131.1                | 30.6                | 66.4                | 145.8                    |
| % change                  | 5.3%    | 5.4%                | -9.2%             | 6.5%                 | 1.9%                 | 9.8%                | 14.0%               | 5.6%                     |
| Tampa/St. Petersburg      | 4386.4  | 858.6               | 263.6             | 986.0                | 1199.0               | 263.5               | 815.6               | 160.6                    |
| % change                  | 2.2%    | 1.5%                | -0.6%             | 5.8%                 | -3.4%                | -1.5%               | 10.1%               | 1.4%                     |
| West Palm Beach           | 2454.4  | 351.2               | 164.4             | 602.1                | 719.6                | 130.9               | 486.1               | 160.2                    |
| % change                  | -0.1%   | 0.1%                | -9.0%             | 2.8%                 | -3.8%                | -0.5%               | 5.6%                | -0.4%                    |
| Winter Haven/Lakeland     | 905.6   | 284.6               | 34.1              | 149.5                | 202.8                | 62.9                | 171.8               | 173.3                    |
| % change                  | 1.7%    | 5.2%                | -6.2%             | 6.5%                 | -7.8%                | -1.1%               | 7.4%                | -0.2%                    |
| STATEWIDE                 | 37265.1 | 6040.6              | 2154.7            | 9197.1               | 10459.1              | 2244.9              | 7168.8              | 182.5                    |
| % change                  | 2.2%    | 1.8%                | -6.7%             | 5.4%                 | -2.3%                | 3.9%                | 8.3%                | 1.3%                     |