

Regional Economic Activity, July 2019 over July 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	1196.3	212.7	75.0	244.6	335.1	116.8	212.1	219.2
% change	7.1%	5.7%	6.0%	2.6%	9.1%	18.7%	5.7%	3.9%
Daytona Beach	804.7	151.9	36.9	202.9	244.8	65.4	102.9	178.2
% change	10.8%	2.8%	2.6%	7.0%	17.3%	34.6%	7.7%	5.1%
Ft. Lauderdale	3288.1	645.8	233.2	598.1	971.5	192.4	647.1	168.0
% change	4.6%	7.6%	-13.8%	-0.5%	11.2%	4.9%	5.3%	1.1%
Ft. Walton	551.7	75.0	24.4	208.6	145.3	36.8	61.6	204.5
% change	9.1%	12.5%	-1.8%	-3.7%	16.6%	60.6%	23.4%	7.4%
Gainesville	380.2	68.9	15.6	69.1	133.3	40.6	52.7	168.6
% change	11.8%	1.5%	-4.2%	0.1%	22.8%	46.5%	4.2%	4.2%
Jacksonville	2509.9	457.9	121.7	478.9	799.7	188.1	463.6	177.8
% change	14.0%	8.6%	-3.9%	4.4%	28.0%	18.9%	12.8%	6.3%
Miami	4544.6	634.7	315.8	991.8	1398.6	204.0	999.7	186.7
% change	4.6%	2.4%	-3.5%	0.0%	10.0%	5.0%	6.7%	2.1%
Naples	672.4	88.8	54.1	150.8	211.1	64.9	102.7	207.9
% change	9.1%	4.4%	4.8%	7.5%	15.1%	15.4%	3.0%	8.1%
Ocala	468.2	113.1	21.9	59.1	140.3	54.2	79.6	180.1
% change	15.9%	15.1%	1.2%	3.3%	27.1%	32.5%	5.4%	9.5%
Orlando/Kissimmee	6211.0	867.4	249.3	2255.1	1512.8	343.6	982.8	210.9
% change	7.7%	8.8%	3.1%	3.3%	10.4%	28.6%	8.5%	4.8%
Palm Bay/Melbourne	823.6	137.6	39.8	157.9	287.1	76.2	125.0	178.7
% change	9.1%	0.5%	-1.4%	7.6%	15.3%	23.6%	4.1%	4.9%
Palm Coast	103.1	13.9	2.9	25.8	35.7	11.1	13.8	309.4
% change	12.9%	14.1%	-10.1%	-2.7%	19.4%	31.4%	23.6%	6.1%
Panama City	586.5	67.4	19.7	218.8	158.5	62.0	60.2	202.5
% change	15.7%	18.7%	19.0%	-2.3%	17.2%	117.9%	31.3%	6.6%
Pensacola	765.0	131.1	33.6	188.7	238.5	70.4	102.6	183.6
% change	15.4%	11.8%	-0.9%	5.4%	24.2%	49.9%	9.8%	7.2%
Port St. Lucie/Ft. Pierce	615.1	128.9	43.7	99.5	170.3	60.0	112.8	197.2
% change	11.6%	10.1%	1.8%	3.0%	15.8%	10.8%	20.3%	6.3%
Punta Gorda	245.3	48.3	19.2	36.4	77.6	26.8	36.9	189.1
% change	6.5%	4.9%	6.2%	6.0%	4.5%	16.3%	7.3%	-0.6%
Sarasota/Bradenton	1243.4	213.2	80.9	251.9	363.7	107.8	226.0	184.4
% change	9.0%	6.4%	8.8%	1.6%	12.4%	17.5%	11.4%	4.7%
Sebastian/Vero Beach	201.0	34.4	12.2	37.4	70.9	17.8	28.3	180.8
% change	10.8%	21.4%	7.1%	4.2%	12.2%	10.9%	6.5%	7.1%
Tallahassee	446.2	82.8	19.6	79.0	151.4	42.7	70.7	149.8
% change	12.9%	9.2%	-8.1%	4.5%	19.3%	41.7%	8.3%	7.5%
Tampa/St. Petersburg	4673.2	890.1	255.9	926.5	1415.3	337.2	848.2	168.8
% change	9.2%	4.1%	-0.8%	5.1%	14.4%	21.4%	9.9%	4.9%
West Palm Beach	2297.8	352.7	174.5	428.9	685.6	157.5	498.5	166.6
% change	7.3%	7.1%	8.3%	4.2%	7.8%	8.7%	9.0%	3.3%
Winter Haven/Lakeland	888.1	192.2	29.0	143.8	249.1	90.4	183.6	182.1
% change	8.6%	5.5%	-0.2%	5.0%	18.8%	33.5%	-4.5%	5.8%
STATEWIDE	39548.3	6234.7	2183.2	8653.7	12008.2	2836.6	7631.7	192.0
% change	9.5%	6.7%	1.2%	2.8%	14.9%	22.1%	10.0%	5.8%