

Regional Economic Activity, September 2019 over September 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	1109.9	200.3	75.8	207.9	302.6	110.0	213.4	219.4
% change	4.4%	1.6%	5.8%	10.2%	2.5%	0.9%	6.1%	3.9%
Daytona Beach	656.7	138.6	34.3	137.5	183.8	61.2	101.4	174.3
% change	-2.7%	-6.0%	-7.0%	-4.7%	-5.9%	2.5%	10.6%	0.3%
Ft. Lauderdale	3081.8	609.6	233.8	528.6	888.4	183.0	638.4	166.0
% change	-0.4%	-0.1%	-8.2%	-0.9%	-1.8%	-0.3%	4.8%	-0.4%
Ft. Walton	393.3	72.2	23.0	106.4	105.6	33.1	53.1	204.2
% change	5.5%	9.4%	-12.1%	1.6%	5.7%	7.3%	17.2%	4.4%
Gainesville	359.4	61.1	16.8	79.5	115.0	36.8	50.2	166.7
% change	-0.8%	-8.4%	-4.6%	6.6%	-0.5%	-4.4%	1.8%	2.5%
Jacksonville	2177.7	424.7	123.4	422.0	604.7	172.1	430.7	175.0
% change	-2.1%	-0.2%	-5.1%	-5.6%	-5.0%	-1.7%	4.7%	3.1%
Miami	4333.4	615.0	330.0	928.1	1276.4	184.7	999.3	185.6
% change	1.4%	1.5%	-6.0%	2.3%	-1.1%	-4.0%	7.9%	1.1%
Naples	650.8	91.2	62.1	131.4	200.2	63.5	102.3	206.8
% change	1.9%	1.7%	8.0%	-7.4%	10.4%	-2.3%	-0.5%	5.1%
Ocala	430.5	108.7	21.9	57.8	114.0	49.3	78.8	179.0
% change	4.1%	10.9%	-0.7%	1.4%	1.3%	-0.3%	5.5%	7.8%
Orlando/Kissimmee	5603.1	769.3	242.1	2002.2	1283.9	290.3	1015.4	209.8
% change	0.1%	-0.5%	-2.3%	0.7%	-3.9%	-0.2%	5.5%	2.9%
Palm Bay/Melbourne	695.6	126.1	36.0	123.6	221.1	70.2	118.6	175.7
% change	-8.5%	-4.5%	-8.7%	-5.6%	-15.0%	-6.9%	-3.0%	-0.6%
Palm Coast	86.0	12.7	2.7	19.2	27.7	10.4	13.4	301.9
% change	0.8%	6.7%	-13.6%	-3.7%	-4.3%	0.4%	20.4%	1.2%
Panama City	397.6	53.6	20.3	111.5	109.7	55.4	47.3	207.2
% change	44.0%	99.3%	48.8%	34.6%	21.1%	99.9%	36.6%	11.3%
Pensacola	638.8	122.6	33.4	132.2	186.2	66.9	97.6	183.6
% change	8.2%	10.9%	2.0%	9.3%	3.7%	14.7%	10.9%	7.2%
Port St. Lucie/Ft. Pierce	549.3	116.6	42.1	89.5	146.1	55.0	99.9	196.4
% change	1.2%	3.4%	-8.5%	3.7%	-2.5%	-4.2%	10.4%	2.8%
Punta Gorda	222.5	46.9	18.2	34.4	62.0	25.0	36.0	189.5
% change	-1.6%	3.3%	7.6%	10.1%	-15.9%	7.9%	0.8%	-1.5%
Sarasota/Bradenton	1198.3	213.3	83.5	216.5	361.1	102.5	221.4	187.6
% change	9.4%	3.8%	5.3%	11.9%	19.4%	-2.8%	6.1%	6.6%
Sebastian/Vero Beach	190.9	33.4	12.2	39.9	59.2	17.7	28.6	179.7
% change	-2.5%	14.5%	-4.4%	-13.3%	-5.3%	-4.1%	6.2%	3.6%
Tallahassee	446.4	79.6	23.5	89.0	148.3	37.6	68.4	148.7
% change	9.7%	8.2%	8.7%	7.9%	9.8%	10.2%	13.7%	7.4%
Tampa/St. Petersburg	4435.0	879.0	261.7	853.8	1258.5	324.1	857.9	168.6
% change	3.2%	3.2%	-2.6%	3.7%	0.7%	4.8%	8.1%	3.7%
West Palm Beach	2270.8	342.3	160.4	496.2	627.8	157.1	487.0	165.4
% change	0.8%	-1.7%	-7.8%	4.5%	-3.7%	2.0%	8.4%	1.2%
Winter Haven/Lakeland	813.5	188.7	31.8	121.6	208.5	83.5	179.4	181.0
% change	1.9%	-1.4%	-7.1%	0.5%	-0.5%	6.2%	9.5%	3.7%
STATEWIDE	37024.0	5917.8	2249.3	7470.3	11101.5	2630.7	7654.4	190.0
% change	3.8%	2.2%	-1.0%	1.9%	3.8%	3.4%	8.7%	4.3%