

Regional Economic Activity, November 2019 over November 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	1330.8	246.4	94.5	304.0	372.7	100.8	212.3	219.5
% change	4.1%	8.2%	-5.2%	9.5%	5.8%	-4.6%	-1.3%	5.2%
Daytona Beach	756.3	208.1	39.7	155.1	209.4	46.6	97.3	178.0
% change	12.4%	44.5%	-2.5%	5.5%	7.9%	-5.3%	-0.8%	1.9%
Ft. Lauderdale	3356.6	676.7	272.3	639.2	957.4	170.1	640.8	165.8
% change	2.4%	10.2%	-8.3%	5.1%	1.3%	-3.5%	0.6%	0.3%
Ft. Walton	331.3	69.7	23.6	66.6	99.5	22.7	49.1	199.1
% change	-2.7%	-5.6%	-8.6%	-7.0%	0.5%	-2.3%	5.1%	1.2%
Gainesville	357.8	64.1	16.5	77.2	122.8	26.7	50.5	165.0
% change	2.0%	-4.7%	-11.5%	3.3%	9.2%	-5.3%	2.3%	0.9%
Jacksonville	2306.9	456.5	133.4	445.6	677.4	142.5	451.5	173.8
% change	5.5%	10.2%	-7.8%	6.7%	3.9%	-5.2%	10.9%	1.5%
Miami	4701.4	666.3	379.1	1103.9	1360.3	177.6	1014.2	186.1
% change	2.1%	6.7%	-6.1%	7.9%	-1.2%	-3.3%	2.2%	0.9%
Naples	890.2	122.7	81.6	252.0	268.0	57.7	108.2	212.4
% change	8.5%	10.1%	12.7%	8.6%	13.8%	-2.6%	-1.5%	6.2%
Ocala	449.2	114.8	23.7	64.2	128.4	40.4	77.7	178.2
% change	6.3%	14.1%	-9.0%	7.6%	7.0%	-6.1%	6.0%	6.5%
Orlando/Kissimmee	6215.6	831.7	277.3	2465.1	1417.6	261.9	962.0	215.8
% change	4.7%	6.5%	-5.5%	8.9%	1.1%	-3.5%	4.0%	2.8%
Palm Bay/Melbourne	766.4	143.2	42.8	141.1	257.5	55.0	126.8	173.7
% change	4.9%	6.4%	-2.9%	8.9%	5.3%	-3.0%	4.8%	-1.0%
Palm Coast	95.4	13.3	3.0	27.4	31.4	7.9	12.5	296.6
% change	7.5%	7.2%	-24.0%	4.9%	15.2%	1.5%	10.1%	1.9%
Panama City	317.1	50.3	18.6	69.2	93.1	38.5	47.5	201.2
% change	-15.4%	-28.0%	20.0%	-32.0%	-1.1%	-16.8%	0.0%	14.4%
Pensacola	606.3	118.3	32.5	113.1	194.2	49.6	98.6	177.4
% change	2.1%	-1.8%	-10.8%	7.1%	5.9%	6.9%	-3.1%	4.4%
Port St. Lucie/Ft. Pierce	638.1	137.9	59.9	113.2	168.7	54.7	103.6	197.1
% change	7.1%	6.9%	4.5%	9.8%	10.2%	-2.0%	6.3%	2.9%
Punta Gorda	262.5	52.7	23.9	46.1	78.7	24.1	37.0	186.7
% change	2.2%	4.9%	3.8%	9.7%	-5.4%	2.9%	6.3%	-2.5%
Sarasota/Bradenton	1280.0	232.6	96.9	258.9	370.4	96.3	225.0	184.1
% change	6.3%	8.0%	-0.5%	7.3%	7.5%	3.1%	6.0%	6.7%
Sebastian/Vero Beach	225.1	38.7	15.8	52.9	73.3	15.1	29.3	182.3
% change	9.0%	22.5%	-6.6%	11.0%	8.8%	-3.1%	6.6%	5.4%
Tallahassee	419.6	78.3	25.1	82.3	138.9	28.1	66.9	146.5
% change	-4.1%	-10.2%	12.5%	-6.6%	-0.4%	-17.5%	0.1%	3.2%
Tampa/St. Petersburg	4582.2	925.8	284.6	912.2	1345.5	268.9	845.2	167.6
% change	5.0%	7.2%	-8.9%	7.7%	5.9%	-2.8%	6.3%	3.2%
West Palm Beach	2530.0	386.4	205.0	515.5	752.3	144.7	526.2	165.2
% change	4.9%	6.2%	1.0%	3.9%	2.1%	-2.4%	13.1%	0.8%
Winter Haven/Lakeland	865.6	208.7	36.5	138.2	234.3	65.5	182.5	180.0
% change	9.3%	9.6%	-8.2%	7.4%	7.7%	2.7%	20.6%	3.2%
STATEWIDE	39257.4	6459.3	2530.0	8630.4	11904.1	2304.3	7429.2	192.4
% change	3.8%	7.3%	-3.7%	6.2%	3.0%	-1.8%	4.3%	3.8%