

Regional Economic Activity, December 2019 over December 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	1563.6	262.5	100.8	350.1	515.8	101.3	233.2	221.4
% change	5.7%	5.5%	2.2%	7.2%	5.9%	1.8%	6.5%	5.7%
Daytona Beach	850.9	174.2	44.3	168.0	303.9	49.5	111.0	181.8
% change	11.3%	15.7%	2.2%	4.5%	16.0%	5.7%	10.2%	5.9%
Ft. Lauderdale	4029.9	726.1	305.1	745.1	1373.3	178.8	701.5	167.1
% change	2.8%	3.2%	0.6%	2.6%	2.4%	2.2%	4.4%	1.4%
Ft. Walton	387.9	77.0	24.8	67.5	136.9	23.2	58.5	196.5
% change	7.7%	5.6%	2.0%	1.0%	15.4%	1.8%	7.2%	2.1%
Gainesville	398.8	67.2	20.9	72.5	158.5	29.8	49.9	162.5
% change	0.6%	-4.1%	-8.4%	3.1%	2.1%	9.2%	-1.2%	0.5%
Jacksonville	2729.5	484.1	150.3	504.9	968.9	155.1	466.3	175.3
% change	5.6%	2.0%	-1.9%	5.6%	7.7%	11.8%	6.1%	2.4%
Miami	5789.5	704.9	406.1	1368.5	2002.9	176.4	1130.8	188.4
% change	2.8%	0.6%	-3.2%	2.5%	2.7%	-1.7%	8.1%	1.5%
Naples	1041.1	133.1	82.8	288.9	364.1	59.5	112.8	216.8
% change	7.8%	8.6%	15.7%	5.6%	11.4%	3.8%	-0.8%	7.3%
Ocala	537.4	116.8	27.8	73.0	194.1	44.3	81.4	180.1
% change	9.1%	4.7%	4.0%	6.4%	12.5%	13.2%	10.5%	7.0%
Orlando/Kissimmee	7110.1	934.3	315.6	2532.9	2012.7	293.4	1021.3	221.1
% change	8.1%	6.5%	1.7%	7.6%	8.8%	20.0%	8.6%	3.9%
Palm Bay/Melbourne	917.1	145.8	45.6	161.2	366.3	62.1	136.1	173.8
% change	6.3%	-3.0%	1.4%	5.3%	9.3%	10.9%	10.5%	0.7%
Palm Coast	109.5	13.6	3.8	25.4	45.6	7.8	13.3	302.1
% change	9.0%	6.5%	0.6%	11.5%	7.7%	10.5%	13.1%	4.1%
Panama City	376.8	51.8	21.2	68.3	143.0	41.5	51.0	199.5
% change	-0.7%	-12.4%	26.9%	-12.9%	17.3%	-22.5%	2.8%	14.3%
Pensacola	772.0	123.0	38.6	115.6	286.9	49.2	158.7	176.4
% change	15.5%	-0.8%	-4.9%	4.6%	18.4%	6.7%	51.1%	5.4%
Port St. Lucie/Ft. Pierce	741.3	152.0	58.0	119.7	246.2	54.4	111.0	199.5
% change	9.9%	15.2%	1.9%	5.5%	11.1%	2.4%	13.7%	5.5%
Punta Gorda	315.6	56.4	26.0	49.7	119.0	25.1	39.4	188.4
% change	9.6%	5.4%	8.1%	5.7%	13.6%	11.5%	9.5%	0.8%
Sarasota/Bradenton	1615.5	249.9	106.0	308.3	591.4	101.8	258.1	188.8
% change	12.4%	6.9%	7.1%	8.4%	16.3%	11.3%	17.4%	8.7%
Sebastian/Vero Beach	286.2	44.4	17.9	73.2	104.5	15.0	31.1	183.2
% change	5.0%	32.9%	-2.3%	-2.2%	4.4%	-4.2%	2.9%	6.0%
Tallahassee	498.1	79.8	26.5	85.3	199.8	30.8	76.0	145.3
% change	0.5%	-9.5%	0.4%	-1.1%	6.7%	-18.4%	8.8%	1.9%
Tampa/St. Petersburg	5522.9	1033.7	321.0	1039.4	1929.5	286.5	912.8	169.1
% change	6.7%	3.8%	-5.6%	7.0%	9.5%	10.9%	7.6%	4.4%
West Palm Beach	3154.7	449.9	223.5	639.7	1107.7	148.3	585.5	167.0
% change	5.8%	6.0%	1.8%	3.7%	2.9%	4.8%	16.3%	1.9%
Winter Haven/Lakeland	1018.5	207.8	44.6	150.7	344.8	70.2	200.4	180.2
% change	8.6%	4.4%	1.4%	2.7%	14.9%	17.6%	6.6%	4.8%
STATEWIDE	47837.9	6942.3	2865.5	9700.7	17497.6	2351.1	8480.8	195.5
% change	7.7%	4.3%	3.0%	5.0%	10.9%	3.0%	10.5%	5.4%