

Regional Economic Activity, January 2020 over January 2019
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	1458.2	272.7	95.0	388.0	369.8	106.6	226.0	225.0
% change	8.4%	13.2%	11.2%	11.9%	7.7%	-0.8%	2.3%	7.2%
Daytona Beach	719.0	159.7	36.2	181.7	189.7	45.8	105.7	186.5
% change	4.1%	12.1%	-0.4%	6.9%	1.6%	-6.7%	-0.4%	8.9%
Ft. Lauderdale	3402.8	692.8	229.6	749.2	892.2	165.4	673.6	169.1
% change	5.3%	12.2%	-5.9%	10.4%	3.2%	-9.6%	4.5%	3.5%
Ft. Walton	312.2	67.3	22.0	68.3	83.8	22.3	48.3	196.0
% change	2.7%	2.8%	14.0%	7.0%	-2.4%	-6.7%	6.4%	2.0%
Gainesville	340.3	65.7	14.6	74.0	109.1	28.2	48.7	163.1
% change	-3.7%	-0.6%	3.0%	8.3%	-11.9%	5.4%	-9.8%	-0.2%
Jacksonville	2188.3	441.9	123.7	455.6	577.8	148.4	440.9	178.4
% change	4.5%	6.0%	0.1%	8.6%	2.8%	-1.3%	4.3%	4.7%
Miami	4877.5	665.0	332.7	1350.2	1265.2	179.0	1085.4	191.4
% change	7.3%	4.8%	1.4%	15.6%	2.2%	-7.1%	10.2%	3.3%
Naples	1002.9	133.4	78.4	317.6	294.9	58.7	120.0	222.1
% change	10.1%	13.2%	8.0%	15.0%	9.2%	-3.0%	5.8%	9.5%
Ocala	455.2	122.4	23.2	68.1	115.4	43.5	82.5	182.7
% change	8.5%	14.1%	8.8%	10.0%	4.4%	7.3%	6.2%	8.3%
Orlando/Kissimmee	6119.1	842.6	270.4	2453.0	1295.7	265.4	991.9	226.1
% change	6.9%	7.3%	5.5%	11.5%	2.8%	-0.2%	3.6%	6.2%
Palm Bay/Melbourne	765.7	145.7	40.8	157.1	238.8	54.5	128.8	178.9
% change	5.5%	6.4%	11.4%	12.0%	3.8%	-6.6%	4.4%	5.2%
Palm Coast	89.1	13.4	3.6	22.9	27.5	7.7	14.0	305.8
% change	4.8%	1.0%	18.4%	9.3%	-0.5%	-3.8%	15.7%	5.7%
Panama City	323.6	50.4	18.5	69.7	81.3	37.4	66.2	195.9
% change	-8.1%	-21.8%	13.4%	-11.9%	-6.3%	-39.0%	50.3%	2.6%
Pensacola	604.8	116.7	31.6	111.8	170.7	47.7	126.2	177.0
% change	8.7%	3.3%	4.4%	6.6%	0.4%	-4.5%	43.1%	4.4%
Port St. Lucie/Ft. Pierce	639.8	137.1	49.1	123.7	164.7	55.2	110.0	202.2
% change	6.9%	9.3%	9.6%	9.0%	5.8%	1.1%	5.2%	7.6%
Punta Gorda	285.3	54.6	26.1	59.3	78.9	27.3	39.1	192.1
% change	6.5%	5.7%	19.1%	14.5%	0.0%	1.5%	6.2%	3.5%
Sarasota/Bradenton	1378.0	240.9	93.5	347.7	357.2	94.6	244.1	188.2
% change	7.6%	8.7%	4.8%	14.6%	1.3%	-3.5%	12.7%	7.5%
Sebastian/Vero Beach	241.7	45.8	15.0	54.1	77.5	17.9	31.3	189.2
% change	13.7%	30.7%	0.3%	15.4%	12.0%	4.5%	6.6%	11.0%
Tallahassee	404.8	76.0	20.3	85.8	125.3	28.4	69.1	144.3
% change	-4.8%	-2.8%	-1.7%	2.8%	-7.8%	-18.9%	-4.2%	-1.1%
Tampa/St. Petersburg	4603.5	948.6	257.4	988.5	1244.7	272.9	891.4	170.6
% change	6.8%	11.6%	-10.4%	9.7%	6.2%	-3.7%	9.5%	5.7%
West Palm Beach	2623.8	416.5	186.0	603.5	730.6	141.6	545.6	168.9
% change	6.3%	15.8%	1.4%	7.1%	2.9%	-4.5%	8.6%	3.8%
Winter Haven/Lakeland	873.4	198.7	33.9	153.7	215.9	82.5	188.6	182.0
% change	10.6%	5.1%	6.8%	10.6%	12.5%	24.7%	9.9%	7.4%
STATEWIDE	39690.7	6552.1	2326.6	9581.2	10950.1	2352.1	7928.5	197.0
% change	7.2%	8.4%	3.1%	11.0%	5.6%	-2.3%	8.3%	6.4%