

Regional Economic Activity, February 2020 over February 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	1477.7	270.4	86.4	425.5	381.8	97.9	215.6	225.6
% change	6.6%	15.6%	-1.7%	9.3%	5.4%	-0.4%	0.5%	7.8%
Daytona Beach	790.2	151.3	35.4	242.4	211.8	45.0	104.3	183.9
% change	7.1%	10.7%	-1.5%	8.2%	6.7%	-2.7%	7.9%	10.5%
Ft. Lauderdale	3342.4	681.9	223.4	734.3	901.9	170.0	630.9	169.0
% change	3.5%	12.3%	-4.3%	1.4%	4.0%	2.1%	0.0%	4.2%
Ft. Walton	323.1	70.6	20.8	73.0	88.8	22.9	47.0	193.3
% change	3.5%	10.9%	-6.1%	1.7%	2.7%	-3.2%	5.7%	2.5%
Gainesville	349.7	70.4	14.0	75.2	110.8	29.6	49.8	162.7
% change	2.4%	1.5%	-3.9%	4.2%	2.8%	7.1%	-0.7%	0.5%
Jacksonville	2230.7	466.9	122.4	465.8	603.1	149.5	423.1	177.6
% change	4.6%	10.2%	4.2%	4.9%	2.3%	3.6%	2.4%	5.2%
Miami	4681.6	666.0	294.3	1213.6	1294.8	170.0	1042.8	190.7
% change	2.3%	9.3%	-5.9%	-1.1%	3.2%	-2.8%	4.6%	3.3%
Naples	994.3	124.7	71.4	333.0	304.5	53.8	107.0	222.6
% change	6.9%	14.2%	6.9%	9.1%	11.6%	-8.9%	-8.5%	10.7%
Ocala	467.1	124.4	22.7	68.5	130.1	41.1	80.3	182.7
% change	10.6%	17.5%	2.1%	5.3%	10.5%	7.8%	9.5%	9.3%
Orlando/Kissimmee	6223.1	859.1	232.8	2448.5	1448.6	270.3	963.8	227.7
% change	8.0%	9.8%	-1.8%	8.9%	13.0%	0.5%	2.3%	7.6%
Palm Bay/Melbourne	777.1	147.8	38.2	162.8	246.8	52.5	129.1	179.4
% change	6.4%	13.4%	2.7%	8.2%	4.4%	-4.3%	6.3%	6.4%
Palm Coast	94.6	13.4	3.1	27.7	29.6	8.0	12.9	309.1
% change	8.0%	10.1%	2.0%	15.4%	4.3%	4.4%	4.0%	7.2%
Panama City	318.6	52.5	18.6	79.6	86.3	37.4	44.1	189.7
% change	-6.2%	-3.3%	7.9%	-2.4%	1.6%	-28.7%	-10.5%	-7.2%
Pensacola	589.2	116.7	31.6	116.0	176.7	50.0	98.2	175.5
% change	4.2%	-0.7%	0.3%	6.0%	5.7%	-0.6%	9.8%	4.5%
Port St. Lucie/Ft. Pierce	640.2	135.5	49.2	129.4	165.4	50.8	109.8	201.0
% change	8.2%	14.3%	9.1%	6.4%	5.9%	0.4%	10.3%	8.7%
Punta Gorda	285.2	55.5	20.7	62.8	81.4	24.7	40.0	193.1
% change	9.3%	19.6%	0.5%	9.1%	7.8%	6.6%	6.9%	7.0%
Sarasota/Bradenton	1389.2	237.2	86.6	363.2	373.6	93.4	235.1	189.7
% change	6.9%	13.3%	6.1%	7.0%	4.5%	2.5%	6.5%	8.3%
Sebastian/Vero Beach	227.3	39.3	13.1	55.6	74.9	13.9	30.4	185.5
% change	7.2%	20.2%	-10.5%	11.0%	6.3%	-7.8%	4.9%	10.3%
Tallahassee	405.0	80.5	17.7	83.5	126.9	27.9	68.6	142.7
% change	-1.7%	0.8%	-4.6%	-2.6%	-3.2%	-8.7%	3.3%	-2.1%
Tampa/St. Petersburg	4791.5	981.6	254.1	1031.1	1366.4	266.8	891.5	172.1
% change	9.2%	14.3%	-3.6%	4.6%	14.0%	1.2%	9.3%	7.1%
West Palm Beach	2603.8	407.1	174.5	618.1	758.1	131.7	514.3	168.3
% change	6.1%	15.9%	6.1%	2.6%	5.3%	0.6%	5.8%	5.0%
Winter Haven/Lakeland	973.0	281.3	32.6	154.5	237.7	67.7	199.2	186.0
% change	7.4%	-1.1%	-4.2%	3.4%	17.2%	7.5%	15.9%	7.4%
STATEWIDE	39792.1	6661.0	2141.2	9668.0	11402.1	2334.2	7585.7	196.3
% change	6.8%	10.3%	-0.6%	5.1%	9.0%	4.0%	5.8%	7.5%