

Regional Economic Activity, March 2020 over March 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	1320.1	247.2	81.2	310.6	347.6	108.4	225.1	211.8
% change	-18.5%	-17.1%	-17.6%	-32.6%	-18.5%	-3.3%	0.9%	0.3%
Daytona Beach	703.5	147.1	35.9	145.3	207.3	57.8	110.1	168.1
% change	-15.2%	-17.1%	-13.3%	-36.4%	-6.0%	7.2%	2.1%	1.3%
Ft. Lauderdale	2867.5	546.6	208.8	461.0	829.7	180.7	640.7	156.7
% change	-22.4%	-27.0%	-24.3%	-41.2%	-19.9%	-2.0%	-3.7%	-3.8%
Ft. Walton	335.8	68.7	23.4	65.3	92.2	31.9	54.3	181.9
% change	-19.6%	-12.6%	-16.3%	-44.3%	-16.2%	8.1%	0.2%	-3.0%
Gainesville	325.1	63.0	15.0	54.4	107.3	36.5	49.0	154.4
% change	-15.8%	-16.8%	-12.7%	-36.1%	-12.1%	12.0%	-8.2%	-5.4%
Jacksonville	2184.1	433.8	126.6	360.1	629.1	184.6	449.9	169.0
% change	-14.2%	-14.4%	-6.9%	-35.5%	-10.9%	7.1%	-3.5%	-1.1%
Miami	3675.5	525.1	256.5	659.5	1070.8	177.4	986.1	174.0
% change	-29.3%	-28.3%	-28.9%	-51.4%	-29.6%	-7.3%	-4.8%	-6.7%
Naples	808.2	102.5	66.6	212.1	256.9	63.4	106.6	204.6
% change	-21.9%	-16.9%	-10.0%	-37.8%	-20.0%	7.5%	-8.2%	1.5%
Ocala	461.7	110.4	24.7	54.8	134.2	53.5	84.0	175.9
% change	-6.8%	-17.0%	-1.7%	-26.3%	-1.5%	19.7%	2.8%	4.0%
Orlando/Kissimmee	4859.5	765.2	200.5	1449.7	1139.3	302.5	1002.3	205.1
% change	-30.1%	-21.1%	-25.0%	-50.2%	-23.3%	6.7%	-3.5%	-3.3%
Palm Bay/Melbourne	724.0	122.8	38.6	120.0	241.7	66.3	134.7	169.4
% change	-15.8%	-23.0%	-14.8%	-34.2%	-13.5%	2.7%	4.8%	-0.7%
Palm Coast	89.8	11.8	3.2	19.8	32.0	10.0	13.1	292.3
% change	-14.6%	-24.3%	-11.6%	-33.1%	-5.3%	11.7%	-4.2%	0.3%
Panama City	324.9	47.8	20.1	68.2	95.6	45.7	47.4	175.4
% change	-28.1%	-35.2%	-16.8%	-41.9%	-19.3%	-22.3%	-20.1%	-9.7%
Pensacola	622.7	124.8	33.8	102.9	187.5	67.6	106.0	169.4
% change	-11.0%	-12.2%	-11.1%	-30.1%	-7.2%	12.4%	-3.2%	-0.2%
Port St. Lucie/Ft. Pierce	590.9	118.7	44.6	94.2	166.3	58.2	108.9	188.5
% change	-13.2%	-15.8%	-18.3%	-32.4%	-10.0%	1.2%	5.5%	1.9%
Punta Gorda	261.5	47.5	21.1	46.1	78.5	26.7	41.5	182.8
% change	-13.7%	-22.5%	-9.5%	-27.7%	-12.9%	12.7%	1.8%	1.8%
Sarasota/Bradenton	1252.4	208.7	88.6	253.1	349.7	102.3	249.9	178.1
% change	-18.5%	-18.2%	-6.6%	-37.9%	-20.4%	3.3%	3.3%	0.1%
Sebastian/Vero Beach	202.2	37.6	13.0	36.7	69.0	15.5	30.3	174.0
% change	-17.4%	-6.9%	-15.1%	-39.1%	-15.6%	-2.9%	-2.2%	2.3%
Tallahassee	403.2	69.6	20.9	63.9	127.4	35.5	85.8	135.5
% change	-16.0%	-28.1%	-9.9%	-35.1%	-15.9%	-6.1%	18.7%	-7.4%
Tampa/St. Petersburg	4376.4	890.7	257.2	748.1	1251.2	324.3	904.9	162.5
% change	-15.9%	-15.6%	-17.0%	-36.7%	-14.9%	9.5%	1.4%	0.1%
West Palm Beach	2237.9	350.8	156.6	391.1	680.6	148.0	510.6	157.5
% change	-19.8%	-18.9%	-19.9%	-41.4%	-19.2%	2.4%	0.4%	-2.6%
Winter Haven/Lakeland	871.8	193.9	34.9	119.9	231.0	86.8	205.2	177.0
% change	-8.6%	-13.8%	-11.0%	-32.9%	-8.1%	18.3%	10.4%	1.4%
STATEWIDE	35826.3	5890.3	2107.1	6426.1	10966.5	2620.3	7816.0	178.3
% change	-18.1%	-18.2%	-15.0%	-41.7%	-12.9%	2.6%	-1.3%	-3.2%