

Regional Economic Activity, July 2020 over July 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	1204.6	243.6	83.9	224.8	307.6	130.1	214.6	190.3
% change	0.7%	14.5%	11.9%	-8.1%	-8.2%	11.4%	1.2%	-13.3%
Daytona Beach	761.9	178.7	38.1	149.9	217.1	74.3	103.8	155.5
% change	-5.3%	17.7%	3.2%	-26.1%	-11.3%	13.6%	0.9%	-12.9%
Ft. Lauderdale	2917.9	643.6	245.0	389.0	818.1	209.4	612.8	125.7
% change	-11.3%	-0.3%	5.1%	-35.0%	-15.8%	8.9%	-5.3%	-25.3%
Ft. Walton	538.3	74.7	30.9	204.1	128.7	41.7	58.2	174.0
% change	-2.4%	-0.4%	26.6%	-2.1%	-11.4%	13.2%	-5.4%	-14.9%
Gainesville	357.1	73.8	16.8	59.2	109.0	47.4	50.8	141.4
% change	-6.1%	7.1%	7.7%	-14.3%	-18.2%	16.8%	-3.6%	-16.2%
Jacksonville	2350.7	485.1	133.1	418.9	656.0	218.7	438.9	156.2
% change	-6.3%	5.9%	9.3%	-12.5%	-18.0%	16.2%	-5.3%	-12.1%
Miami	3631.5	637.4	300.0	463.3	1083.7	211.0	936.1	121.9
% change	-20.1%	0.4%	-5.0%	-53.3%	-22.5%	3.4%	-6.4%	-35.0%
Naples	653.4	104.6	58.4	131.0	198.7	63.3	97.6	178.9
% change	-2.8%	17.7%	7.9%	-13.1%	-5.9%	-2.6%	-4.9%	-14.2%
Ocala	493.8	134.1	25.7	58.1	127.8	61.5	86.7	179.6
% change	5.5%	18.5%	17.4%	-1.7%	-8.9%	13.3%	9.0%	-0.2%
Orlando/Kissimmee	4219.0	834.8	215.3	819.1	1123.4	351.6	874.8	112.1
% change	-32.1%	-3.8%	-13.6%	-63.7%	-25.7%	2.3%	-11.0%	-47.1%
Palm Bay/Melbourne	787.0	160.8	43.2	134.2	240.7	81.7	126.3	155.7
% change	-4.4%	16.9%	8.7%	-15.0%	-16.2%	7.1%	1.0%	-12.8%
Palm Coast	104.1	13.8	3.5	27.2	32.5	13.6	13.4	277.0
% change	0.9%	-0.7%	22.9%	5.6%	-9.0%	23.1%	-2.9%	-10.4%
Panama City	534.2	55.4	23.2	216.6	138.0	48.8	52.2	174.3
% change	-8.9%	-17.7%	18.3%	-1.0%	-13.0%	-21.3%	-13.3%	-14.1%
Pensacola	739.2	133.5	36.8	172.6	207.0	83.7	105.6	168.6
% change	-3.4%	1.8%	9.3%	-8.5%	-13.2%	18.9%	2.9%	-8.1%
Port St. Lucie/Ft. Pierce	626.7	140.8	52.5	94.7	159.4	69.1	110.2	187.0
% change	1.9%	9.3%	20.0%	-4.8%	-6.4%	15.2%	-2.3%	-5.2%
Punta Gorda	237.6	45.1	19.3	37.6	66.9	29.8	38.9	169.5
% change	-3.1%	-6.8%	0.4%	3.3%	-13.8%	11.2%	5.4%	-10.4%
Sarasota/Bradenton	1259.1	235.4	91.5	238.4	335.5	120.6	237.8	162.7
% change	1.3%	10.4%	13.1%	-5.4%	-7.7%	11.9%	5.2%	-12.0%
Sebastian/Vero Beach	201.8	41.1	13.1	33.5	64.6	19.5	29.9	165.1
% change	0.4%	19.5%	7.7%	-10.5%	-8.9%	9.5%	5.8%	-8.8%
Tallahassee	415.7	82.5	21.1	64.3	126.0	44.6	77.2	123.4
% change	-6.8%	-0.4%	7.7%	-18.7%	-16.8%	4.5%	9.3%	-17.7%
Tampa/St. Petersburg	4556.8	963.4	299.8	741.3	1281.0	391.3	879.9	145.4
% change	-2.5%	8.2%	17.2%	-20.0%	-9.5%	16.0%	3.7%	-13.9%
West Palm Beach	2153.5	372.9	168.3	314.9	624.4	173.0	500.0	133.5
% change	-6.3%	5.7%	-3.5%	-26.6%	-8.9%	9.8%	0.3%	-20.1%
Winter Haven/Lakeland	880.7	208.7	32.0	117.2	223.4	104.9	194.6	166.0
% change	-0.8%	8.6%	10.3%	-18.5%	-10.3%	16.1%	6.0%	-8.8%
STATEWIDE	36324.5	6512.3	2348.1	5872.9	10993.7	3142.5	7455.1	166.6
% change	-8.2%	4.5%	7.6%	-32.1%	-8.4%	10.8%	-2.3%	-13.5%