

Regional Economic Activity, August 2020 over August 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	1131.6	249.0	78.7	210.6	294.9	83.7	214.7	216.4
% change	2.3%	14.6%	10.0%	-5.3%	2.2%	-12.7%	2.1%	-1.3%
Daytona Beach	679.9	175.8	35.8	135.8	199.9	35.7	96.9	170.1
% change	-1.8%	21.6%	-6.4%	-12.8%	-0.5%	-30.6%	-4.4%	-4.1%
Ft. Lauderdale	2801.3	652.7	232.0	417.8	780.5	116.3	602.0	139.6
% change	-10.2%	1.3%	2.9%	-25.0%	-12.0%	-32.6%	-5.1%	-16.4%
Ft. Walton	449.1	82.1	26.9	150.2	114.4	20.7	54.8	197.0
% change	4.0%	3.8%	7.0%	5.1%	4.9%	-6.6%	2.8%	-4.1%
Gainesville	338.9	70.3	17.7	63.2	112.8	25.5	49.3	152.0
% change	-9.2%	-2.0%	0.0%	-16.3%	-11.0%	-14.3%	-4.4%	-9.6%
Jacksonville	2215.0	507.6	127.8	401.8	623.8	128.9	425.1	167.6
% change	-2.6%	7.2%	4.5%	-10.8%	-0.3%	-18.1%	-4.2%	-5.5%
Miami	3643.6	663.1	273.2	534.2	1102.3	127.3	943.5	136.5
% change	-17.2%	0.2%	-10.4%	-46.7%	-12.6%	-29.6%	-4.6%	-26.9%
Naples	640.2	107.4	62.3	129.2	198.1	46.8	96.3	204.7
% change	-0.6%	17.8%	14.2%	-8.9%	1.5%	-18.7%	-6.8%	-2.2%
Ocala	457.7	131.1	24.7	59.4	119.3	39.3	83.9	191.1
% change	4.2%	11.6%	0.4%	1.4%	3.2%	-9.0%	4.9%	6.1%
Orlando/Kissimmee	4140.2	821.8	206.1	930.0	1075.4	222.5	884.4	126.7
% change	-27.3%	-6.0%	-12.0%	-54.5%	-17.9%	-17.6%	-7.9%	-40.0%
Palm Bay/Melbourne	700.3	151.7	39.3	125.9	222.6	40.3	120.5	166.9
% change	-7.7%	9.7%	-2.7%	-12.0%	-11.4%	-35.5%	-2.5%	-6.9%
Palm Coast	89.5	14.3	3.4	23.0	28.7	5.9	14.1	301.8
% change	1.3%	3.2%	17.0%	7.0%	0.9%	-28.1%	5.7%	-1.8%
Panama City	407.2	59.6	19.8	137.7	113.7	28.5	47.9	199.1
% change	-3.0%	-1.6%	-2.5%	-2.1%	8.5%	-33.7%	-5.2%	-3.5%
Pensacola	651.8	134.0	35.0	136.7	195.6	53.6	96.8	179.6
% change	-0.5%	-0.9%	9.6%	-8.6%	4.2%	10.2%	-5.0%	-2.4%
Port St. Lucie/Ft. Pierce	588.3	146.1	52.8	97.0	147.8	39.1	105.6	204.5
% change	2.7%	18.6%	24.7%	-1.1%	-1.3%	-27.0%	-0.2%	3.4%
Punta Gorda	220.4	51.0	20.1	33.9	63.0	15.6	36.8	187.5
% change	0.3%	4.0%	13.4%	1.4%	2.5%	-27.4%	0.7%	-1.3%
Sarasota/Bradenton	1150.2	244.2	87.3	212.7	308.4	72.3	225.3	181.7
% change	1.8%	12.1%	15.5%	-1.2%	-2.2%	-13.9%	1.6%	-1.5%
Sebastian/Vero Beach	199.8	42.2	12.2	39.0	60.0	8.4	38.0	182.6
% change	-0.4%	17.5%	4.2%	-2.8%	-1.5%	-48.3%	6.6%	0.1%
Tallahassee	412.6	79.9	24.7	70.9	137.8	26.6	72.6	132.3
% change	-6.9%	-11.9%	11.7%	-17.2%	-1.4%	-18.6%	0.8%	-11.1%
Tampa/St. Petersburg	4302.7	979.7	276.0	731.3	1240.5	221.4	853.8	158.5
% change	-2.5%	5.1%	9.2%	-14.9%	-1.2%	-14.7%	0.2%	-6.2%
West Palm Beach	2075.2	370.7	166.4	362.3	609.9	94.9	471.0	149.6
% change	-5.5%	5.8%	3.7%	-16.2%	-2.3%	-35.1%	-2.5%	-10.1%
Winter Haven/Lakeland	848.7	228.8	36.4	116.2	215.8	65.1	186.4	179.1
% change	3.4%	7.8%	16.7%	-12.1%	6.1%	-5.1%	7.6%	-2.0%
STATEWIDE	34247.3	6602.7	2234.4	5776.5	10604.3	1788.7	7240.7	173.9
% change	-6.2%	3.8%	6.0%	-26.5%	1.1%	-21.9%	-2.4%	-9.2%