

Regional Economic Activity, October 2020 over October 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	1286.6	275.2	91.6	236.8	323.8	136.7	222.6	232.3
% change	5.9%	13.7%	5.4%	-1.5%	1.6%	27.6%	1.3%	5.0%
Daytona Beach	746.7	193.1	36.0	137.5	203.9	71.2	105.0	178.8
% change	7.3%	21.0%	-2.0%	-11.2%	4.4%	49.2%	3.1%	2.6%
Ft. Lauderdale	3114.2	696.0	248.3	478.7	848.9	209.9	632.4	155.4
% change	-2.2%	7.4%	5.6%	-18.2%	-3.3%	14.9%	-3.5%	-7.1%
Ft. Walton	458.4	92.7	26.5	126.8	114.7	44.0	53.7	223.6
% change	23.8%	25.3%	25.3%	26.2%	14.8%	95.1%	3.1%	10.0%
Gainesville	367.2	73.4	14.9	69.0	113.5	43.2	53.1	159.5
% change	4.0%	11.6%	5.4%	-14.6%	0.9%	44.8%	6.5%	-4.7%
Jacksonville	2437.1	534.0	138.5	433.0	658.3	217.7	455.5	178.9
% change	6.4%	13.8%	14.5%	-5.5%	5.5%	41.3%	-1.7%	1.6%
Miami	4085.6	715.2	296.9	691.6	1194.7	217.0	970.2	156.3
% change	-9.7%	7.0%	-12.7%	-30.9%	-4.8%	10.8%	-8.9%	-16.4%
Naples	824.2	139.4	79.3	189.8	231.7	74.3	109.7	221.9
% change	5.0%	15.4%	7.3%	-1.8%	3.4%	17.5%	0.4%	5.1%
Ocala	507.4	141.1	25.0	63.5	127.7	59.7	90.4	196.2
% change	11.7%	20.0%	13.3%	4.4%	7.5%	32.0%	0.5%	8.9%
Orlando/Kissimmee	4709.8	874.8	228.6	1174.0	1147.4	358.1	926.9	149.6
% change	-21.7%	2.4%	-12.6%	-49.0%	-13.2%	26.4%	-6.8%	-29.7%
Palm Bay/Melbourne	785.9	154.0	41.3	133.3	232.3	81.0	144.1	174.9
% change	5.8%	5.4%	11.9%	-4.9%	-1.6%	37.9%	15.2%	-0.6%
Palm Coast	102.0	14.8	3.6	23.8	30.8	14.0	15.1	324.7
% change	17.3%	9.3%	13.5%	17.3%	6.0%	90.7%	10.7%	8.2%
Panama City	420.5	64.0	19.3	125.1	109.3	52.9	49.8	218.4
% change	14.0%	10.4%	8.1%	20.7%	11.1%	24.0%	3.1%	5.3%
Pensacola	752.2	161.0	41.4	132.4	202.4	102.9	112.2	187.6
% change	21.5%	28.9%	35.9%	1.4%	11.2%	110.9%	9.7%	2.7%
Port St. Lucie/Ft. Pierce	660.2	153.1	51.9	114.4	158.7	69.7	112.3	212.4
% change	8.8%	17.1%	11.3%	0.3%	2.7%	30.8%	4.5%	7.1%
Punta Gorda	264.5	54.3	24.0	42.8	69.7	33.1	40.5	197.1
% change	9.5%	4.7%	15.8%	8.6%	5.2%	29.5%	7.6%	3.6%
Sarasota/Bradenton	1293.4	249.4	94.7	249.9	327.5	131.4	240.4	191.3
% change	7.5%	7.3%	12.0%	9.2%	1.2%	34.5%	2.0%	2.5%
Sebastian/Vero Beach	227.3	46.2	15.3	46.9	64.6	19.6	34.7	193.8
% change	6.9%	18.3%	11.1%	-2.8%	-2.0%	19.5%	18.5%	5.0%
Tallahassee	442.9	87.6	20.0	79.9	136.1	43.9	75.4	139.4
% change	3.9%	5.9%	-8.2%	-10.0%	2.7%	44.4%	7.5%	-6.1%
Tampa/St. Petersburg	4772.9	1010.5	310.9	833.0	1301.4	397.1	920.0	169.0
% change	5.7%	8.8%	20.8%	-6.4%	2.1%	37.8%	5.1%	0.2%
West Palm Beach	2386.4	402.3	194.1	456.0	642.1	179.8	512.1	162.0
% change	-1.5%	1.9%	1.9%	-10.9%	-1.6%	15.7%	-1.2%	-3.1%
Winter Haven/Lakeland	963.9	239.9	34.6	131.7	229.8	114.6	213.3	189.2
% change	11.3%	15.5%	14.1%	-1.4%	6.9%	63.5%	1.8%	4.2%
STATEWIDE	38349.8	7041.6	2491.3	6594.2	11250.7	3221.3	7750.6	186.3
% change	1.2%	8.3%	6.5%	-19.8%	5.5%	32.5%	-0.1%	-1.7%