

Regional Economic Activity, January 2021 over January 2020
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 | 1488.4 | 319.6 | 99.6 | 357.5 | 373.0 | 118.4 | 220.2 | 227.8 |
| % change | 2.1% | 17.2% | 4.8% | -7.9% | 0.9% | 11.1% | -2.6% | 1.4% |
| Daytona Beach | 742.4 | 179.2 | 38.5 | 155.0 | 209.8 | 51.9 | 108.0 | 182.1 |
| % change | 3.3% | 12.2% | 6.2% | -14.7% | 10.6% | 13.3% | 2.2% | -2.2% |
| Ft. Lauderdale | 3271.0 | 737.1 | 253.8 | 569.8 | 878.3 | 188.0 | 643.9 | 158.8 |
| % change | -3.9% | 6.4% | 10.5% | -23.9% | -1.6% | 13.7% | -4.4% | -6.0% |
| Ft. Walton | 354.9 | 82.4 | 27.1 | 74.8 | 95.1 | 27.8 | 47.7 | 223.4 |
| % change | 13.7% | 22.4% | 23.0% | 9.5% | 13.5% | 24.3% | -1.3% | 14.1% |
| Gainesville | 367.6 | 75.1 | 15.2 | 66.2 | 124.0 | 33.1 | 54.0 | 162.7 |
| % change | 8.0% | 14.3% | 4.2% | -10.4% | 13.7% | 17.3% | 10.8% | -0.2% |
| Jacksonville | 2344.5 | 499.0 | 137.7 | 440.0 | 653.2 | 175.4 | 439.1 | 185.4 |
| % change | 7.1% | 12.9% | 11.4% | -3.4% | 13.0% | 18.2% | -0.4% | 4.0% |
| Miami | 4478.4 | 754.0 | 321.3 | 973.1 | 1229.3 | 198.8 | 1001.9 | 168.8 |
| % change | -8.2% | 13.4% | -3.5% | -27.9% | -2.8% | 11.1% | -7.7% | -11.6% |
| Naples | 994.5 | 154.9 | 90.8 | 279.1 | 295.1 | 66.5 | 108.2 | 223.1 |
| % change | -0.8% | 16.1% | 15.8% | -12.1% | 0.1% | 13.2% | -9.8% | 0.6% |
| Ocala | 506.3 | 143.5 | 25.1 | 70.3 | 131.7 | 48.2 | 87.5 | 197.2 |
| % change | 11.2% | 17.2% | 7.9% | 3.3% | 14.1% | 10.7% | 6.0% | 8.0% |
| Orlando/Kissimmee | 4799.8 | 891.5 | 218.4 | 1317.1 | 1171.9 | 291.2 | 909.7 | 165.2 |
| % change | -21.6% | 5.8% | -19.2% | -46.3% | -9.6% | 9.7% | -8.3% | -26.7% |
| Palm Bay/Melbourne | 772.3 | 163.5 | 42.3 | 144.6 | 235.7 | 63.3 | 122.9 | 175.1 |
| % change | 0.9% | 12.2% | 3.6% | -8.0% | -1.3% | 16.1% | -4.5% | -2.0% |
| Palm Coast | 101.6 | 15.2 | 3.8 | 23.6 | 31.5 | 10.3 | 17.2 | 326.7 |
| % change | 14.1% | 13.2% | 5.9% | 2.9% | 14.6% | 33.8% | 23.2% | 6.9% |
| Panama City | 327.7 | 51.9 | 21.8 | 75.0 | 88.1 | 40.1 | 50.8 | 209.9 |
| % change | 1.3% | 2.9% | 17.8% | 7.7% | 8.4% | 7.1% | -23.3% | 7.2% |
| Pensacola | 664.2 | 134.6 | 39.9 | 118.5 | 191.4 | 69.4 | 110.4 | 192.7 |
| % change | 9.8% | 15.3% | 26.2% | 6.0% | 12.1% | 45.4% | -12.5% | 8.9% |
| Port St. Lucie/Ft. Pierce | 692.1 | 159.0 | 58.8 | 121.6 | 173.0 | 66.1 | 113.5 | 210.2 |
| % change | 8.2% | 15.9% | 19.8% | -1.7% | 5.1% | 19.8% | 3.1% | 4.0% |
| Punta Gorda | 303.1 | 62.4 | 22.3 | 65.6 | 80.7 | 30.4 | 41.8 | 195.8 |
| % change | 6.2% | 14.2% | -14.6% | 10.5% | 2.3% | 11.3% | 6.9% | 2.1% |
| Sarasota/Bradenton | 1426.7 | 281.3 | 101.1 | 319.7 | 362.8 | 108.8 | 253.0 | 187.6 |
| % change | 3.5% | 16.8% | 8.2% | -8.0% | 1.5% | 15.1% | 3.6% | -0.2% |
| Sebastian/Vero Beach | 232.3 | 46.6 | 15.8 | 48.5 | 72.5 | 17.6 | 31.2 | 186.7 |
| % change | -3.9% | 1.8% | 5.6% | -10.5% | -6.4% | -1.6% | -0.5% | -1.2% |
| Tallahassee | 418.8 | 80.5 | 22.5 | 78.9 | 129.2 | 33.1 | 74.6 | 138.7 |
| % change | 3.4% | 6.0% | 10.7% | -8.1% | 3.1% | 16.7% | 8.0% | -3.8% |
| Tampa/St. Petersburg | 4710.4 | 1062.2 | 289.7 | 890.0 | 1271.6 | 325.3 | 871.5 | 171.4 |
| % change | 2.3% | 12.0% | 12.6% | -10.0% | 2.2% | 19.2% | -2.2% | 0.5% |
| West Palm Beach | 2567.7 | 448.5 | 205.9 | 499.2 | 716.9 | 166.7 | 530.4 | 161.4 |
| % change | -2.1% | 7.7% | 10.7% | -17.3% | -1.9% | 17.8% | -2.8% | -4.3% |
| Winter Haven/Lakeland | 951.2 | 242.5 | 39.1 | 148.3 | 238.2 | 88.6 | 194.5 | 192.5 |
| % change | 8.9% | 22.0% | 15.1% | -3.5% | 10.3% | 7.4% | 3.1% | 5.8% |
| STATEWIDE | 39441.5 | 7258.7 | 2610.2 | 7483.4 | 11713.0 | 2728.7 | 7647.5 | 190.3 |
| % change | -0.6% | 10.8% | 12.2% | -21.9% | 7.0% | 16.0% | -3.5% | -3.3% |