

Regional Economic Activity, January 2016 over January 2015  
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	1194.9	216.0	83.8	319.7	334.9	85.1	155.5	195.7
% change	2.1%	-3.5%	1.1%	3.3%	1.9%	4.8%	7.2%	5.1%
Daytona Beach	583.8	124.3	30.8	138.1	172.4	37.9	80.4	151.4
% change	3.6%	2.8%	0.9%	5.4%	1.6%	7.5%	5.7%	5.9%
Ft. Lauderdale	2937.8	555.0	254.9	617.8	824.3	152.8	533.0	152.4
% change	1.7%	-0.6%	1.6%	3.9%	-0.5%	-1.0%	6.4%	3.1%
Ft. Walton	244.9	47.6	17.2	51.4	76.8	19.1	32.8	158.5
% change	6.7%	10.2%	18.5%	5.1%	2.7%	8.3%	7.3%	7.1%
Gainesville	294.4	64.2	13.2	65.2	96.5	20.0	35.2	148.2
% change	3.8%	17.4%	-0.8%	5.0%	-2.9%	8.3%	-1.1%	4.9%
Jacksonville	1775.8	356.7	98.7	364.5	532.7	112.5	310.7	151.3
% change	4.1%	3.9%	7.6%	6.1%	2.4%	4.4%	3.8%	4.9%
Miami	4149.8	639.8	294.0	1102.5	1180.9	161.9	770.7	176.6
% change	1.9%	5.7%	-7.4%	5.5%	-5.0%	5.0%	8.9%	3.4%
Naples	798.5	100.9	67.8	253.9	234.7	49.9	91.3	180.6
% change	1.9%	-0.8%	-0.3%	2.2%	3.5%	-5.7%	6.9%	4.2%
Ocala	352.4	84.4	20.6	57.0	108.7	28.3	53.5	153.7
% change	4.6%	7.2%	3.0%	1.3%	3.2%	9.6%	5.1%	7.1%
Orlando/Kissimmee	4942.1	668.8	221.1	1953.7	1171.6	206.0	720.9	185.6
% change	5.2%	1.8%	-0.8%	8.9%	-2.4%	7.6%	13.9%	5.4%
Palm Bay/Melbourne	614.8	126.3	35.0	123.6	199.0	45.7	85.1	150.3
% change	2.6%	4.8%	-0.8%	4.7%	-0.9%	11.8%	2.0%	4.0%
Palm Coast	71.7	10.3	1.7	17.7	26.1	6.3	9.5	254.9
% change	5.9%	16.0%	7.7%	4.8%	4.9%	9.2%	-1.4%	7.3%
Panama City	233.0	41.5	11.4	52.0	74.5	21.7	32.0	161.1
% change	6.5%	4.4%	-3.9%	6.9%	2.8%	14.6%	18.2%	6.6%
Pensacola	451.4	93.4	26.0	87.2	150.3	32.8	61.6	146.9
% change	1.9%	3.3%	4.3%	2.0%	1.9%	11.3%	-5.6%	4.0%
Port St. Lucie/Ft. Pierce	499.5	101.4	40.7	101.5	145.4	38.9	71.7	166.7
% change	2.6%	4.7%	-4.5%	4.6%	1.7%	6.9%	1.0%	4.9%
Punta Gorda	228.5	39.0	19.7	49.1	74.1	20.7	26.0	161.3
% change	5.7%	9.9%	10.9%	5.9%	2.1%	4.1%	7.8%	6.9%
Sarasota/Bradenton	1131.9	192.7	79.6	274.8	329.2	80.6	175.2	159.9
% change	5.2%	9.1%	4.2%	5.4%	1.4%	3.4%	9.8%	5.5%
Sebastian/Vero Beach	185.4	26.6	13.9	41.6	66.9	15.0	21.4	153.5
% change	3.1%	5.1%	14.0%	-3.9%	5.2%	1.6%	3.3%	4.8%
Tallahassee	353.3	65.7	21.5	74.9	119.1	21.3	50.8	133.3
% change	2.7%	3.4%	3.9%	10.6%	-2.5%	4.4%	2.2%	3.9%
Tampa/St. Petersburg	3787.6	749.4	251.3	794.4	1130.6	227.8	634.2	146.8
% change	5.3%	5.5%	7.7%	7.0%	4.2%	3.0%	4.9%	7.4%
West Palm Beach	2266.4	339.4	175.6	506.7	692.8	129.3	422.6	152.7
% change	1.7%	3.3%	3.6%	1.9%	-1.6%	0.0%	5.9%	3.4%
Winter Haven/Lakeland	684.6	150.7	28.9	121.7	199.4	49.5	134.4	150.1
% change	5.7%	4.7%	-0.3%	3.3%	6.2%	5.4%	10.3%	6.4%
STATEWIDE	31757.0	5267.3	2068.8	7676.9	9368.1	1799.7	5576.2	163.5
% change	3.9%	4.2%	-0.8%	5.4%	0.9%	4.9%	8.3%	4.5%