

Regional Economic Activity, March 2016 over March 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	1466.9	265.8	88.8	416.9	422.1	97.0	176.2	197.8
% change	4.1%	-0.4%	6.3%	4.5%	3.1%	14.6%	6.5%	3.3%
Daytona Beach	752.9	159.0	36.9	198.9	221.0	45.7	91.4	152.2
% change	6.9%	6.3%	8.2%	8.4%	6.2%	1.4%	8.5%	6.6%
Ft. Lauderdale	3374.0	632.3	282.7	708.8	996.1	171.3	582.8	152.4
% change	2.2%	-2.5%	5.8%	5.3%	-0.6%	4.7%	6.4%	1.8%
Ft. Walton	346.2	58.7	24.0	92.9	103.5	27.1	40.0	159.4
% change	8.5%	8.5%	8.8%	14.7%	5.4%	7.8%	3.8%	8.1%
Gainesville	349.6	70.4	16.2	76.3	115.9	27.1	43.7	150.8
% change	5.5%	7.6%	7.1%	4.4%	4.4%	10.0%	4.2%	4.8%
Jacksonville	2202.1	435.6	122.8	470.3	667.7	150.1	355.5	154.8
% change	5.4%	5.8%	13.9%	7.6%	2.9%	13.3%	1.3%	5.7%
Miami	4715.2	711.8	341.1	1208.6	1439.5	178.8	835.2	176.5
% change	3.5%	3.3%	1.4%	4.2%	1.4%	10.1%	6.2%	2.1%
Naples	926.7	113.0	72.9	306.2	281.3	56.3	97.1	181.0
% change	5.1%	8.0%	11.8%	3.5%	1.6%	12.8%	9.1%	4.2%
Ocala	425.2	102.0	24.3	68.7	132.4	35.9	61.9	154.8
% change	2.6%	10.6%	5.4%	4.0%	-5.9%	7.8%	4.8%	5.4%
Orlando/Kissimmee	5950.6	802.3	237.9	2447.4	1426.6	253.4	783.1	188.1
% change	5.8%	1.8%	6.9%	7.1%	4.5%	8.6%	7.1%	4.6%
Palm Bay/Melbourne	740.8	140.2	40.0	163.8	243.9	56.1	96.8	153.9
% change	2.7%	1.2%	5.3%	5.2%	3.1%	8.2%	-3.5%	3.8%
Palm Coast	93.6	12.8	2.3	27.8	31.9	8.2	10.6	259.7
% change	10.5%	32.4%	16.1%	7.5%	4.1%	4.8%	21.2%	8.1%
Panama City	339.6	49.9	16.3	95.7	102.7	27.4	47.6	156.1
% change	-4.4%	-0.4%	7.5%	-20.5%	-3.4%	1.7%	31.2%	2.6%
Pensacola	585.2	118.5	32.8	120.7	186.7	46.8	79.7	150.8
% change	7.8%	11.5%	9.2%	6.5%	5.0%	9.2%	9.5%	5.5%
Port St. Lucie/Ft. Pierce	584.8	118.5	48.0	121.2	173.0	45.1	79.0	167.2
% change	3.3%	2.1%	4.5%	1.8%	2.7%	12.8%	3.1%	4.0%
Punta Gorda	271.3	48.0	20.4	61.0	90.2	23.9	27.7	163.8
% change	7.5%	12.7%	7.5%	4.3%	5.1%	14.4%	8.5%	6.8%
Sarasota/Bradenton	1344.2	222.5	87.1	340.8	411.6	89.5	192.7	161.6
% change	3.8%	6.2%	4.2%	5.2%	0.6%	3.6%	5.9%	4.8%
Sebastian/Vero Beach	220.2	32.7	13.3	53.9	81.3	15.9	23.1	154.9
% change	5.1%	10.4%	8.5%	1.6%	3.7%	11.5%	5.1%	4.2%
Tallahassee	411.2	79.5	23.4	81.4	142.5	27.8	56.6	135.2
% change	2.0%	7.0%	5.4%	0.0%	-1.4%	3.6%	4.8%	3.9%
Tampa/St. Petersburg	4551.8	893.9	287.9	992.9	1384.3	266.6	726.2	148.1
% change	4.7%	1.5%	8.9%	4.8%	5.5%	3.8%	5.8%	6.1%
West Palm Beach	2621.0	385.9	194.3	596.0	841.0	139.1	464.6	153.2
% change	4.3%	2.4%	17.6%	3.1%	0.6%	2.9%	10.4%	2.9%
Winter Haven/Lakeland	832.4	185.3	32.2	152.2	241.5	58.5	162.7	153.8
% change	6.4%	1.6%	-1.7%	6.7%	4.1%	6.8%	17.9%	6.2%
STATEWIDE	38126.0	6166.5	2353.6	9522.4	11571.1	2114.9	6397.5	166.0
% change	5.5%	3.6%	6.2%	5.8%	3.9%	8.4%	8.7%	4.1%