

Regional Economic Activity, July 2016 over July 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	1025.2	197.7	66.0	229.3	292.5	81.2	158.5	197.1
% change	6.4%	6.9%	2.9%	11.2%	3.9%	6.5%	5.4%	3.9%
Daytona Beach	680.6	146.5	31.6	178.5	199.1	41.2	83.7	155.8
% change	6.8%	8.6%	-2.9%	9.8%	5.6%	2.3%	6.6%	5.3%
Ft. Lauderdale	2969.5	594.2	262.0	545.3	854.9	165.7	547.5	154.8
% change	4.4%	7.4%	-3.3%	8.3%	3.4%	-0.6%	4.7%	2.4%
Ft. Walton	463.6	59.7	23.7	193.5	123.6	22.4	40.7	172.5
% change	6.8%	0.0%	3.3%	12.2%	5.0%	4.7%	2.0%	5.8%
Gainesville	319.7	70.6	15.2	64.8	105.7	24.5	38.8	154.5
% change	5.8%	9.1%	4.7%	6.6%	3.2%	10.0%	3.6%	4.8%
Jacksonville	2062.1	419.6	110.3	433.6	625.9	135.1	337.5	156.2
% change	5.4%	4.3%	6.3%	7.4%	5.9%	6.4%	2.7%	4.8%
Miami	4144.0	652.4	318.5	960.4	1254.2	182.1	776.4	175.8
% change	4.6%	5.8%	-3.6%	10.2%	2.5%	6.8%	3.4%	1.7%
Naples	563.2	81.6	47.7	131.7	172.8	49.6	79.8	176.2
% change	5.4%	8.3%	-4.4%	7.8%	8.8%	2.5%	0.4%	4.1%
Ocala	372.5	94.4	20.7	56.8	114.9	30.3	55.4	157.6
% change	5.7%	7.3%	8.0%	10.6%	3.9%	3.5%	2.2%	4.9%
Orlando/Kissimmee	5246.0	755.8	217.1	2004.2	1312.7	233.5	722.7	180.6
% change	1.9%	6.8%	-1.4%	-0.7%	2.8%	3.4%	3.4%	2.8%
Palm Bay/Melbourne	717.1	134.7	36.0	137.8	252.2	56.4	99.8	155.7
% change	13.2%	8.3%	0.4%	11.3%	19.3%	18.0%	10.7%	4.8%
Palm Coast	85.7	12.3	2.0	26.4	29.4	7.0	8.7	274.4
% change	10.5%	25.9%	6.2%	12.2%	5.2%	10.1%	7.1%	7.4%
Panama City	479.6	51.7	15.4	203.7	133.6	24.1	51.1	175.2
% change	9.4%	0.1%	0.6%	9.6%	5.6%	8.2%	38.0%	3.5%
Pensacola	614.2	110.0	32.0	164.5	190.3	40.7	76.8	158.3
% change	3.5%	0.4%	3.7%	5.9%	5.0%	1.2%	0.9%	3.8%
Port St. Lucie/Ft. Pierce	506.8	106.0	42.1	91.6	147.9	45.2	73.9	172.1
% change	7.3%	7.2%	3.2%	10.5%	8.6%	13.7%	0.3%	3.8%
Punta Gorda	218.3	41.6	15.4	34.4	80.5	20.1	26.4	179.6
% change	21.5%	23.1%	4.2%	12.8%	32.2%	18.7%	15.0%	16.0%
Sarasota/Bradenton	1062.1	198.6	71.1	227.6	313.7	81.7	169.4	165.0
% change	7.5%	10.9%	0.9%	12.1%	4.0%	8.5%	7.1%	5.4%
Sebastian/Vero Beach	172.0	29.4	10.3	34.8	61.4	15.0	21.1	159.0
% change	8.1%	6.1%	6.3%	14.1%	4.9%	14.4%	8.2%	3.3%
Tallahassee	381.4	82.0	19.3	74.4	127.8	26.4	51.5	135.8
% change	0.8%	4.7%	-14.6%	5.0%	0.8%	1.6%	-4.4%	1.4%
Tampa/St. Petersburg	4042.0	841.1	250.0	828.7	1208.5	247.6	666.1	150.6
% change	7.5%	10.5%	1.3%	11.5%	6.6%	4.8%	4.0%	5.3%
West Palm Beach	2095.7	346.4	178.8	404.1	627.5	139.6	399.2	155.9
% change	4.1%	10.2%	18.1%	6.6%	0.9%	7.6%	-4.0%	2.0%
Winter Haven/Lakeland	731.1	181.1	25.3	131.7	205.7	54.2	133.1	159.5
% change	6.9%	7.1%	1.8%	8.8%	8.8%	7.9%	2.4%	5.7%
STATEWIDE	33515.5	5727.8	2060.7	7855.3	10141.7	1987.7	5742.4	167.7
% change	5.6%	8.2%	0.2%	7.1%	5.1%	6.1%	3.8%	4.2%