

Regional Economic Activity, February 2017 over February 2016  
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	1268.5	233.5	81.3	349.2	360.2	84.0	160.5	197.8
% change	-0.4%	-1.4%	-3.2%	-0.9%	1.3%	2.6%	-1.3%	1.0%
Daytona Beach	712.0	145.7	34.0	213.4	188.0	44.3	86.6	159.6
% change	0.5%	3.1%	4.4%	-1.2%	-2.7%	16.6%	-0.9%	5.7%
Ft. Lauderdale	3045.8	561.4	275.3	634.7	861.6	148.1	564.8	155.5
% change	-0.4%	-4.0%	1.4%	-3.0%	2.2%	-5.7%	3.3%	1.8%
Ft. Walton	275.6	55.1	19.6	61.0	81.5	22.2	36.3	163.0
% change	0.7%	3.0%	-4.0%	2.6%	-2.5%	3.5%	2.6%	3.3%
Gainesville	328.6	67.5	15.1	69.5	107.8	26.8	41.9	156.2
% change	3.7%	3.6%	0.0%	-0.3%	1.4%	27.6%	6.1%	5.0%
Jacksonville	1996.3	416.4	107.8	399.1	584.0	134.1	354.9	159.7
% change	2.5%	3.0%	-4.1%	1.8%	-0.1%	14.5%	5.3%	4.5%
Miami	4166.5	609.9	303.7	1067.8	1212.4	153.0	819.7	173.8
% change	-0.9%	-5.1%	0.3%	-3.1%	1.7%	-9.7%	2.9%	-0.8%
Naples	831.0	97.8	62.6	270.8	257.2	48.0	94.5	185.0
% change	1.3%	-3.2%	-5.6%	0.7%	5.6%	-3.4%	3.9%	2.9%
Ocala	384.4	98.9	21.7	64.6	111.2	31.5	56.5	158.6
% change	-0.7%	0.7%	-7.8%	0.4%	-6.4%	6.8%	6.8%	2.9%
Orlando/Kissimmee	5157.1	714.0	222.1	1995.1	1231.9	244.3	749.7	192.9
% change	2.5%	-1.4%	-0.1%	3.0%	1.6%	13.5%	4.4%	3.6%
Palm Bay/Melbourne	699.9	131.8	37.8	142.2	234.5	50.0	103.7	167.2
% change	6.3%	0.6%	0.3%	2.2%	9.8%	7.9%	14.6%	9.9%
Palm Coast	79.4	12.1	2.3	21.5	26.0	7.2	10.4	264.6
% change	0.9%	5.5%	-1.2%	0.4%	-6.1%	15.0%	7.9%	3.5%
Panama City	270.3	48.1	15.0	65.9	82.3	24.8	34.3	165.2
% change	0.8%	-4.9%	8.3%	7.2%	-3.5%	10.0%	-0.3%	3.6%
Pensacola	511.0	105.5	29.4	101.2	160.2	42.3	72.5	153.9
% change	0.5%	-2.4%	-0.6%	2.7%	-3.0%	16.4%	2.1%	3.5%
Port St. Lucie/Ft. Pierce	544.4	109.7	45.7	110.9	153.3	44.0	80.9	172.4
% change	2.8%	2.3%	-2.6%	2.6%	-0.8%	11.9%	10.3%	3.4%
Punta Gorda	260.1	50.3	19.0	53.4	87.4	21.0	29.0	180.6
% change	7.8%	12.6%	-2.8%	1.5%	12.3%	-0.7%	14.1%	11.0%
Sarasota/Bradenton	1203.3	207.6	80.2	296.0	349.5	82.5	187.4	164.1
% change	2.2%	2.2%	-0.7%	0.8%	1.1%	5.6%	6.2%	2.4%
Sebastian/Vero Beach	200.1	30.0	13.0	49.3	69.5	14.9	23.5	160.1
% change	0.9%	1.5%	5.1%	4.2%	-0.5%	-0.5%	-3.3%	4.1%
Tallahassee	380.2	77.2	18.7	79.0	127.6	23.9	53.8	136.6
% change	-2.1%	-0.9%	-17.7%	-1.7%	-2.1%	3.2%	-0.5%	2.0%
Tampa/St. Petersburg	4046.5	818.4	250.8	885.5	1175.1	230.1	686.6	153.2
% change	0.5%	1.8%	-4.7%	2.6%	-2.0%	2.0%	2.1%	4.0%
West Palm Beach	2358.7	353.3	168.2	549.4	721.8	123.2	442.9	154.9
% change	-0.4%	-1.1%	-1.7%	0.3%	0.1%	-1.5%	-0.8%	1.7%
Winter Haven/Lakeland	812.2	244.4	31.9	133.0	212.8	52.4	137.6	163.7
% change	9.9%	38.0%	0.7%	0.1%	-2.3%	8.4%	4.8%	7.9%
STATEWIDE	34015.6	5733.9	2103.8	8195.8	10029.8	1945.9	6006.5	169.4
% change	1.6%	1.0%	-2.1%	1.0%	1.3%	6.9%	3.2%	2.9%