

Regional Economic Activity, April 2010 over April 2009  
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	808.2	138.0	51.6	196.9	264.9	49.8	107.0	136.4
% change	2.4%	10.4%	3.8%	2.2%	-0.4%	2.5%	-0.3%	0.8%
Daytona Beach	472.4	84.0	24.5	110.3	158.7	33.5	61.4	110.5
% change	-0.8%	10.2%	0.5%	3.7%	-1.0%	-33.1%	3.9%	-1.3%
Ft. Lauderdale	2260.3	403.9	182.5	399.9	709.2	149.9	414.9	112.0
% change	4.3%	10.7%	2.9%	3.6%	1.2%	28.0%	-1.7%	3.2%
Ft. Walton	246.9	36.2	15.8	62.4	85.6	17.8	29.2	120.7
% change	2.5%	10.6%	1.9%	-2.0%	1.4%	9.6%	3.0%	0.0%
Gainesville	260.3	43.4	10.8	54.1	97.0	19.5	35.5	122.0
% change	3.0%	12.1%	-6.4%	-3.0%	3.9%	0.3%	4.7%	1.0%
Jacksonville	1485.2	258.4	83.3	296.0	478.2	104.6	264.7	654.9
% change	2.1%	4.3%	4.3%	1.7%	0.9%	7.1%	0.1%	-0.1%
Miami	2896.1	394.5	247.3	661.7	972.7	119.1	500.8	122.8
% change	1.9%	11.5%	-0.2%	5.0%	0.4%	-5.8%	-2.8%	4.6%
Naples	515.0	72.0	36.7	154.3	164.5	27.5	60.1	121.5
% change	5.7%	15.9%	-2.3%	10.6%	5.2%	-3.0%	-5.2%	5.5%
Ocala	289.6	54.1	14.9	45.3	103.2	26.0	46.1	114.6
% change	0.8%	-1.1%	0.5%	-0.3%	-0.5%	5.2%	4.8%	-0.7%
Orlando/Kissimmee	3657.2	456.6	160.1	1324.4	974.6	158.0	583.5	123.6
% change	2.5%	10.2%	6.0%	-3.6%	2.7%	2.4%	10.9%	2.6%
Palm Bay/Melbourne	516.6	90.8	28.8	103.3	181.8	38.0	73.9	117.2
% change	2.5%	10.7%	1.6%	3.2%	-0.3%	5.1%	-1.3%	0.8%
Palm Coast	57.7	6.3	1.4	14.5	23.5	5.5	6.5	178.6
% change	5.5%	20.1%	-4.3%	5.3%	0.3%	16.7%	7.2%	1.9%
Panama City	243.9	33.7	10.9	75.0	80.5	18.5	25.4	123.5
% change	4.0%	10.2%	5.2%	5.2%	3.6%	-1.1%	-2.1%	3.5%
Pensacola	411.7	68.9	22.9	82.3	144.2	33.7	59.7	114.8
% change	4.7%	11.0%	1.7%	2.6%	1.3%	11.0%	7.3%	2.3%
Port St. Lucie/Ft. Pierce	382.1	64.4	31.9	71.9	124.2	31.6	58.1	120.4
% change	2.4%	13.3%	-4.7%	3.7%	-1.3%	1.4%	3.2%	1.5%
Punta Gorda	164.7	29.3	12.7	30.4	58.6	15.8	17.9	120.3
% change	7.3%	56.8%	23.5%	-3.5%	1.0%	17.3%	-16.8%	7.1%
Sarasota/Bradenton	808.0	131.1	54.2	178.6	268.3	52.4	123.3	113.3
% change	1.4%	8.0%	0.9%	1.4%	-1.0%	13.9%	-4.0%	0.5%
Sebastian/Vero Beach	148.4	20.5	8.6	32.7	57.7	11.1	17.8	116.4
% change	-0.3%	4.2%	3.7%	3.0%	-1.2%	-0.6%	-8.9%	1.5%
Tallahassee	311.7	50.2	17.3	64.5	111.3	23.3	44.9	109.6
% change	0.5%	10.1%	-3.6%	2.4%	-1.1%	3.0%	-7.0%	0.0%
Tampa/St. Petersburg	3032.9	517.7	173.6	620.4	1000.7	201.9	518.5	106.8
% change	3.4%	9.5%	12.3%	1.6%	1.2%	9.0%	-0.4%	0.3%
West Palm Beach	1659.3	240.5	110.4	348.5	564.0	92.5	303.5	110.7
% change	2.2%	12.8%	1.7%	2.9%	-1.6%	1.2%	1.7%	1.4%
Winter Haven/Lakeland	517.0	100.3	21.4	87.0	169.9	38.3	100.1	109.3
% change	-0.3%	16.5%	-16.0%	0.0%	-2.0%	7.7%	-10.0%	0.4%
STATEWIDE	23902.4	3602.7	1536.5	5474.5	7664.7	1396.2	4227.8	116.1
% change	2.5%	8.4%	4.2%	1.8%	1.0%	4.5%	0.3%	3.2%