

FLORIDA

	1997	1998	1999
Number of Retail Establishments	90,086	90,512	n.a.
Retail Sales (Millions)*	\$166,211	\$177,765	n.a.
Food Stores	26,312	27,805	n.a.
Eating & Drinking Establishments	16,474	17,584	n.a.
General Merchandise Stores	19,552	20,783	n.a.
Apparel & Accessory Stores	7,689	8,097	n.a.
Furniture & Home Furnishing Stores	10,212	11,196	n.a.
Auto Dealers & Service Stations	53,820	57,186	n.a.
Building Materials & Garden Supplies	8,722	9,794	n.a.
Miscellaneous Retail Stores	23,430	25,320	n.a.
Contributions to Local Economy			
Total Retail Employment (Thousands)	1,301	1,329	1,355
Eating & Drinking Establishments	445	452	455
Other	856	877	900
Share of Total Non-Agricultural Employment	20.3%	19.9%	19.7%
Retail Compensation (Millions)	\$19,950.5	\$19,994.9	\$20,039.4
Sales Tax** Revenues Collected (Millions)	\$16,081.2	\$16,927.5	n.a.
Demographics			
Population (Thousands)	14,748	15,012	15,317
Total Non-Ag. Employment (Thousands)	6,414	6,677	6,877
Unemployment Rate	4.8%	4.3%	3.9%
Total Number of Households-1999 (Thousands)		6,064.4	
Households by Income-1999 (Thousands)			Percent of Total
Under \$15,000		1,249.7	20.6%
\$15,000-\$24,999		1,098.9	18.1
\$25,000-\$49,999		2,022.5	33.4
\$50,000-\$74,999		991.2	16.3
\$75,000-\$99,999		385.7	6.4
\$100,000-\$149,999		179.7	3.0
\$150,000 and over		136.7	2.3

n.a. = 1999 data not available

* = Does not include retail services (e.g. pest control services) which the Florida Department of Revenue includes in its estimate of gross retail sales.

** = General sales, alcoholic beverage, motor fuel, tobacco, and other selective sales taxes

Sources: Market Statistics, *Demographics U.S.A., County Edition, 1999*, Bill Communications Inc., New York, 1999 (and previous editions); U.S. Department of Commerce, Bureau of the Census; U.S. Department of Labor, Bureau of Labor Statistics.