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MONROE COUNTY: AN ECONOMIC OVERVIEW

by

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Abstract

Available secondary data were compiled and assimilated to describe a variety of economic and social characteristics of Monroe County. Data were obtained from a number of sources, both from county and state agencies. Data are related to population, income, employment, unemployment, retail sales, tourism development tax proceeds, and commercial and recreational fishing activities. Data are presented for major economic sectors of the local economy, and more detailed data are presented for the service and retail sales sectors due to their relative importance.

KEYWORDS: Monroe County, economic data, business.

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INTRODUCTION

Monroe County, located at Florida's southern tip and consisting mostly of the Florida Keys, represents an area that is unique in terms of location, in terms of environmental-ecological features, and in terms of the economic activity supported by the unique combination of local resources. The area is dependent on tourism, the local economy is highly seasonal in nature, and local/state concerns over environmental impacts raise serious questions about the future development of the area. In this respect, Monroe County differs from the State of Florida in that seasonality patterns are more marked, the tourism dependence is more pronounced, and environmental concerns are more pressing.

In order to provide more insight into the unique aspects of economic activity in Monroe County, this report offers an overview of the Monroe County economy. Following sections present detailed information on population, employment, taxable and gross sales, and commercial and recreational fishing. Tourism development tax proceeds are examined in order to assess both the growth and seasonality of tourism activity. Data are presented for major economic sectors of the local economy, and more detailed data are presented for the service and retail sales components due to their importance in terms of local employment. All data are from secondary sources, and Appendix 5 provides a detailed listing of data sources for those interested in studying the local area in more detail.

POPULATION AND INCOME

Population: Monroe County population data are reported in Table P1. Total population has increased from 30,000 people in 1950 to 78,024 in 1990. The estimated population for 1992 is 80,968. The table also reports population for Florida and Monroe County as a percent of Florida's total population. Since 1950, Monroe County population growth has been less than that for the state as a whole. As a result, Monroe County as a percent of total the total state population has declined from over one percent in 1950 to only 0.60 percent in 1992.

Table P1 also reflects the age distribution of Monroe County population for the 1980 and 1990 census years and for 1992. Over this period, the percentage of the population in the 15-24 year old age group declined from more than 16 percent of total population to less than 10 percent. Age groups showing increases include the 25-44 year old age group and the 65 and over age group. The former contained slightly over 34 percent of the population in 1992 while the latter was slightly over 16 percent.

In general, population growth in Monroe County has been slower than that for the state as a whole. Further, population projections indicate that this trend is expected to continue in the future. Monroe County is projected to have slightly over 110,000 people by the year 2020, roughly 0.55 percent of Florida's population.

Income: Detailed information on personal income for Monroe County by source is reported in Appendix 1 and summarized in Tables I1 and I2 at five year intervals beginning in 1970. Similar data are presented in Appendix 1 for Florida for those interested in comparing the county to the state.

Income data confirm the importance of trade and service sectors as providers of income

and employment in Monroe County. However, as will be noted in a later section, the dominance of the trade and service sectors is less marked in income than in employment. This is due to the relatively large percentage of income generated by dividends, interest, rent, and by transfer payments. These categories in 1991 provided over 50 percent of total personal income in Monroe County, reflecting the importance of investment income and retirement income to the county economy.

On a per capita basis, Monroe County income exceeds that for the state of Florida and has since the mid-1980's (Figure II). Monroe County per capita income in 1991 stood at \$20,332 per year compared to \$18,985 for the state.

TABLE P1. POPULATION CHARACTERISTICS OF MONROE COUNTY

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SOURCE: FLORIDA STATISTICAL ABSTRACT

TABLE II. MONROE COUNTY: TOTAL PERSONAL INCOME (\$1,000'S) AND PERCENT OF TPI BY ECONOMIC SECTOR

	1970 TOTAL	% OF TOTAL	1975 TOTAL	% OF TOTAL	1980 TOTAL	% OF TOTAL	1985 TOTAL	% OF TOTAL	1990 TOTAL	% OF TOTAL	1991 TOTAL	% OF TOTAL
TOTAL PERSONAL INCOME (TPI)	190,068		305,281		566,790		944,016		1,572,586		1,607,141	
NONFARM PERSONAL INCOME	190,068		305,281		566,790		944,016		1,572,586		1,607,141	
FARM INCOME 2/	0		0		0		0		0		0	
POPULATION (THOUSANDS) 3/	53		61		64		70		79		79	
PER CAPITA PERSONAL INCOME (DOLLARS)	3,617		5,008		8,893		13,518		20,014		20,332	
EARNINGS BY PLACE OF WORK	146,400		204,863		338,540		518,315		834,577		853,230	
LESS: PERSONAL CONT. FOR SOCIAL INSUR. 4/	6,216	3.27%	9,009	2.95%	15,799	2.79%	28,415	3.01%	50,031	3.18%	53,347	3.32%
(656)	(0.35%)		(1,283)	(0.42%)	(3,985)	(0.70%)	(4,856)	(0.51%)	(16,241)	(1.03%)	(17,976)	(1.12%)
PLUS: ADJUSTMENT FOR RESIDENCE	139,528		194,571		318,756		485,044		768,305		781,907	
EQUALS: NET EARN. BY PLACE OF RESIDENCE	31,089	16.36%	59,825	19.60%	162,099	28.60%	332,827	35.26%	626,761	39.86%	627,849	39.07%
PLUS: DIVIDENDS, INTEREST, AND RENT 5/	19,461	10.23%	50,885	16.67%	85,935	15.16%	126,145	13.36%	177,520	11.29%	197,385	12.28%
PLUS: TRANSFER PAYMENTS	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
FARM	146,400	77.03%	204,863	67.11%	338,540	59.73%	518,315	54.91%	834,577	53.07%	853,230	53.09%
NONFARM	70,983	37.35%	123,670	40.58%	243,216	42.91%	363,465	38.50%	617,293	39.25%	624,412	38.85%
PRIVATE	3,962	2.08%	9,846	3.23%	13,685	2.41%	24,940	2.84%	19,407	1.23%	20,197	1.26%
AG. SERV., FOR., FISH., AND OTHER 6/	1,055	0.56%	753	0.25%	3,321	0.59%	3,181	0.34%	316	0.02%	701	0.04%
MINING	8,272	4.35%	11,870	3.89%	27,283	4.81%	42,563	4.51%	57,655	3.67%	50,469	3.14%
CONSTRUCTION	2,848	1.50%	5,994	1.96%	9,476	1.67%	11,443	1.21%	12,456	0.79%	10,380	0.65%
MANUFACTURING	5,030	2.65%	8,501	2.78%	16,347	2.88%	25,774	2.73%	44,852	2.85%	43,698	2.72%
TRANSPORTATION AND PUBLIC UTILITIES	2,963	1.56%	6,011	1.97%	9,188	1.62%	12,656	1.34%	18,756	1.19%	20,671	1.29%
WHOLESALE TRADE	19,039	10.02%	31,629	10.36%	59,538	10.50%	92,250	9.77%	151,312	9.62%	159,093	9.90%
RETAIL TRADE	4,756	2.50%	7,555	2.47%	18,675	3.29%	12,468	1.32%	23,752	1.51%	11,467	0.71%
FINANCE, INSURANCE, AND REAL ESTATE	23,058	12.13%	41,711	13.86%	85,731	15.13%	138,211	14.64%	288,787	18.36%	307,736	19.15%
SERVICES	75,417	39.68%	80,993	26.53%	95,324	16.82%	154,850	16.40%	217,284	13.82%	226,818	14.24%
GOVERNMENT AND GOVERNMENT ENTERPRISES												

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

TABLE I2 MONROE COUNTY: TOTAL PERSONAL INCOME (\$1,000'S) AND PERCENT OF TPI FROM RETAIL TRADE AND SERVICES

MONROE	% OF 1970 TPI	% OF 1975 TPI	% OF 1980 TPI	% OF 1985 TPI	% OF 1990 TPI	% OF 1991 TPI	% OF 1991 TPI
TOTAL PERSONAL INCOME (TPI)							
190,068	19,039	10,02%	305,281	31,629	10,36%	566,790	59,538
RETAIL TRADE							
BUILDING MATERIALS AND GARDEN EQUIPMENT	985	0.52%	1,900	0.62%	4,240	0.75%	6,004
GENERAL MERCHANDISE STORES	2,696	1.42%	1,820	0.60%	4,973	0.88%	6,070
FOOD STORES	2,770	1.46%	4,509	1.48%	10,238	1.81%	13,875
AUTOMOTIVE DEALERS & SERVICE STATIONS	3,665	1.93%	6,114	2.00%	8,390	1.48%	12,277
APPAREL AND ACCESSORY STORES	734	0.39%	927	0.30%	2,002	0.35%	3,288
HOME FURNITURE AND FURNISHINGS STORES	612	0.32%	1,207	0.40%	2,245	0.40%	2,595
EATING AND DRINKING PLACES	5,622	2.96%	9,182	3.01%	19,284	3.40%	31,744
MISCELLANEOUS RETAIL SERVICES	1,955	1.03%	5,970	1.96%	8,186	1.44%	16,397
HOTELS AND OTHER LODGING PLACES	23,058	12.13%	41,711	13.86%	85,731	15.13%	138,211
PERSONAL SERVICES	8,474	4.46%	13,526	4.43%	32,375	5.71%	46,170
PRIVATE HOUSEHOLDS	1,121	0.59%	1,318	0.43%	2,329	0.41%	3,983
BUSINESS SERVICES	1,500	0.79%	3,076	1.01%	5,472	0.97%	7,119
AUTO REPAIR, SERVICES, AND GARAGES	1,277	0.67%	2,773	0.91%	5,624	0.99%	11,458
MISCELLANEOUS REPAIR SERVICES	648	0.34%	1,247	0.41%	1,751	0.31%	2,698
AMUSEMENT AND RECREATION SERVICES	509	0.27%	787	0.26%	1,261	0.22%	1,845
MOTION PICTURES	1,812	0.95%	2,575	0.84%	4,926	0.87%	6,478
HEALTH SERVICES	(D)	0.00%	(D)	0.00%	(D)	0.00%	(D)
LEGAL SERVICES	4,060	2.14%	9,142	2.99%	14,944	2.64%	23,037
EDUCATIONAL SERVICES	665	0.35%	1,099	0.35%	3,255	0.57%	5,386
SOCIAL SERVICES 11/	383	0.20%	462	0.15%	653	0.12%	1,622
MUSEUMS, BOTANICAL, ZOOLOGICAL GARDENS	(NA)	0.00%	389	0.13%	400	0.07%	1,171
MEMBERSHIP ORGANIZATIONS	(D)	0.00%	(D)	0.00%	(D)	0.00%	(D)
ENGINEERING AND MANAGEMENT SERVICES 12/	828	0.44%	834	0.27%	2,955	0.52%	6,216
MISCELLANEOUS SERVICES	(NA)	0.00%	(NA)	0.00%	(NA)	0.00%	(NA)

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

FOOTNOTES TO TABLES I1 AND I2

2/ Farm income consists of proprietors' net farm income, the wages of hired farm labor, the pay-in-kind of hired farm labor, and the salaries of officers of corporate farms.

3/ Census Bureau midyear population estimates.

4/ Personal contributions for social insurance are included in earnings by type and industry but excluded from personal income.

6/ Includes the capital consumption adjustment for rental income of persons.

7/ Includes the inventory valuation and capital consumption adjustments.

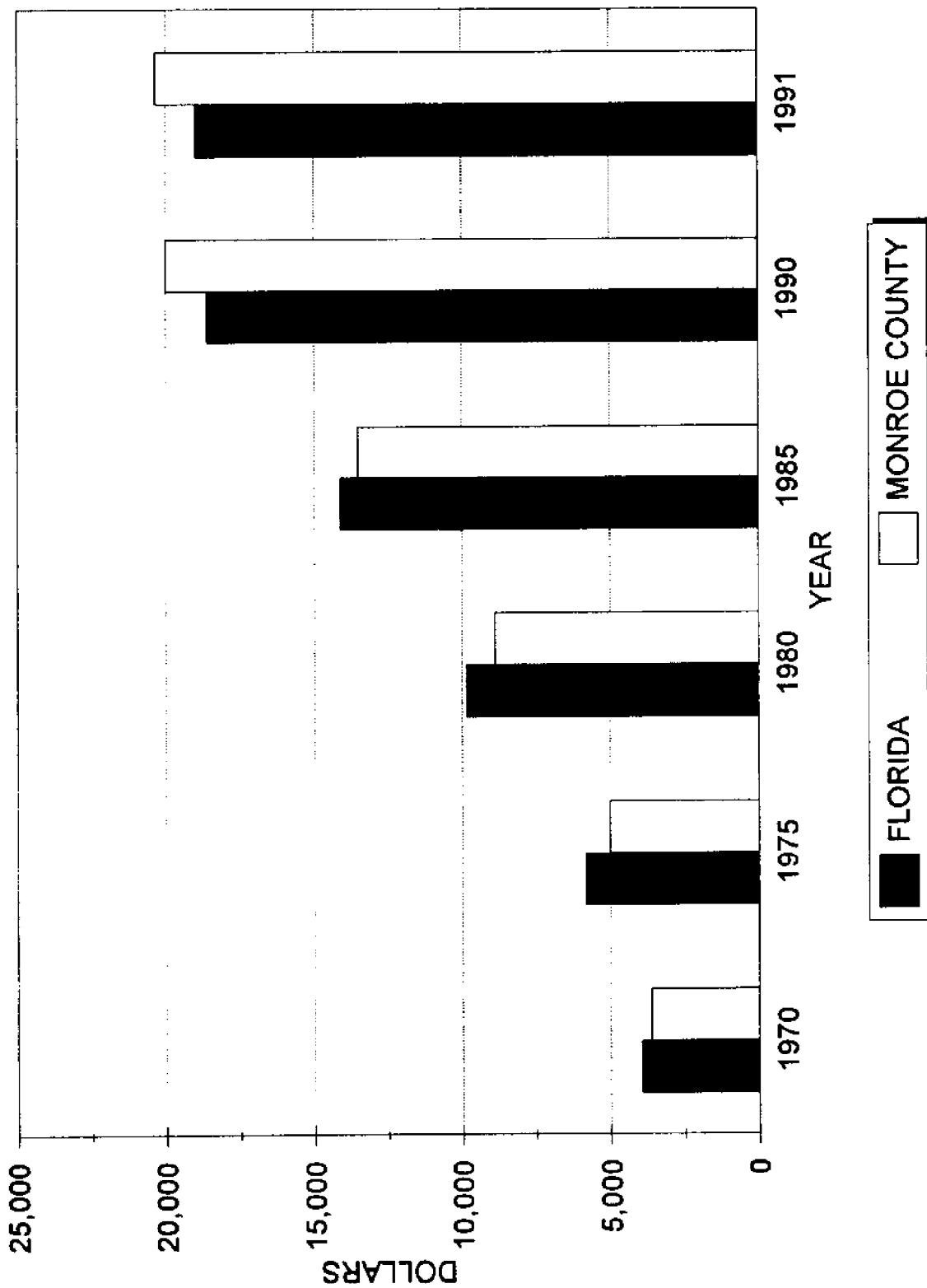
8/ "Other" consists of wages and salaries of U.S. residents employed by international organizations, foreign embassies, and consulates in the U.S..

(D) Not shown to avoid disclosure of confidential information.

(L) Less than \$50,000. Estimates are included in totals.

N/A Data not available for this year.

FIGURE 11. PER CAPITA PERSONAL INCOME



EMPLOYMENT AND UNEMPLOYMENT

Data on employment and unemployment for Monroe County are presented in detail in Appendix 2. These data are from the Florida Department of Labor and Employment Security and reflect monthly reporting of employment by economic sector from 1989 through the first quarter of 1993. Unemployment data are reported monthly from 1989 through 1993. Employment data are summarized in Tables E1-E5, and unemployment data are presented in Tables E6-E8. Taken together, these data reflect the seasonal nature of economic activity in Monroe county and the dependence of the local economy on tourism related sectors.

Employment: Table E1 presents total employment by month for the period 1989-1992, and average monthly employment by sector for the same period is reported by sector in Table E2. The percentage of employment by sector is reported in Table E3. For the most recent full year, 1992, total employment ranged from a low of 28,374 in September to a high of 30,764 in May. Data are reflected graphically in Figures E1-E4. There is some variation from year to year, but the general trends are similar. Employment is seasonal with the peak numbers occurring in the December-March period and the lowest employment levels occurring in the September-October period. On average, total employment (Table E2) reflects very little change over the 1989-1992 period.

Table E3 reflects the dominance of the retail trade sector and the services sector as the primary sources of employment in Monroe County. Each of these sectors accounted for over 31 percent of total employment in 1991 and 1992. Further, this pattern showed little tendency to change over the 1989-1992 period. Because of the dominance of retail and service sectors, Tables E4 and E5 present more detailed data for these two sectors. Both, on average, provide around 9,300 to 9,400 jobs, and both show slight increases over the 1989-1992 period.

Within the retail trade sector, the dominant employer is the eating and drinking places subsector. This subsector provides over 47 percent of total retail sector employment. Other major subsectors within retail employment are grocery stores and miscellaneous retail stores. These two subsectors each provide 14 to 15 percent of total retail sector employment.

A similar concentration of employment is reflected within the services sector. Here more than 43 percent of employment is provided by hotels and other lodging places. The other major service subsector is health services which provides more than 19 percent of service sector employment. Graphically, (Figures E5-E8) retail sector and service sector employment exhibit patterns similar to those indicated above for total county employment. Again, employment data for the economy as a whole and for the retail trade and service sectors reflect a seasonal employment pattern dependent on tourism related businesses.

Unemployment: Data on the size of the labor force, the number of unemployed workers, and the unemployment rate for the 1990-1993 period are presented in Table E6. The relatively low unemployment rate (3.3 percent) in 1990 increased to 5.3 percent by 1992 and has since decreased. In 1993 there were 1,759 unemployed workers. The monthly rate of unemployment is reported for the same period in Table E7, and Table E8 reports the number of unemployed workers by month.

Data on unemployed workers and the unemployment rate are reported graphically in Figures E9-E12 for 1992-93. Again, these data exhibit a similar pattern to that of employment reported earlier. Unemployment, as expected, moves opposite to the employment trends noted earlier, it is higher during the summer months, the slower time for the tourist season.

TABLE E1. MONROE COUNTY: TOTAL EMPLOYMENT BY MONTH

	1989	1990	1991	1992
Jan	29,960	30,858	30,423	30,241
Feb	30,295	31,389	30,542	30,369
Mar	30,699	32,040	30,828	30,600
Apr	29,977	31,190	30,501	30,038
May	29,607	30,874	30,237	29,764
Jun	29,552	30,638	29,770	29,434
Jul	29,116	29,973	29,265	29,443
Aug	28,831	29,951	29,291	29,166
Sep	28,457	29,520	28,842	28,374
Oct	28,871	29,209	28,732	29,219
Nov	29,609	29,767	29,371	30,099
Dec	30,349	30,310	29,923	30,704

SOURCE: FLORIDA DEPARTMENT OF EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION

TABLE E2. MONROE COUNTY: AVERAGE MONTHLY EMPLOYMENT BY SECTOR

Economic Sector	1989	1990	1991	1992	1993
					(Qtr 1)
Agric, Forestry & Fisheries	355	336	336	356	375
Construction	1,838	1,785	1,517	1,565	1,966
Manufacturing	590	592	483	455	543
Trans, Comm, & Pub Util	1,585	1,675	1,664	1,541	1,617
Wholesale Trade	586	580	595	603	584
Retail Trade	9,114	9,096	9,243	9,377	10,071
Fin, Ins, & Real Est	1,391	1,379	1,182	1,241	1,296
Services	8,526	9,479	9,296	9,256	9,513
Federal Govt	1,285	1,304	1,294	1,271	1,258
State Govt	605	650	668	653	646
Local Govt	3,685	3,449	3,374	3,365	3,496
Total	29,610	30,373	29,743	29,735	31,419

SOURCE: FLORIDA DEPARTMENT OF EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION

TABLE E3. MONROE COUNTY: AVERAGE MONTHLY EMPLOYMENT BY SECTOR AND PERCENT OF TOTAL

Economic Sector	1991	Percent	1992	Percent
Agric, Forestry & Fisheries	336	1.13%	356	1.20%
Construction	1,517	5.10%	1,565	5.26%
Manufacturing	483	1.62%	455	1.53%
Trans, Comm, & Pub Util	1,664	5.60%	1,541	5.18%
Wholesale Trade	595	2.00%	603	2.03%
Retail Trade	9,243	31.08%	9,377	31.54%
Fin, Ins, & Real Est	1,182	3.97%	1,241	4.17%
Services	9,296	31.25%	9,256	31.13%
Federal Govt	1,294	4.35%	1,271	4.28%
State Govt	668	2.25%	653	2.20%
Local Govt	3,374	11.34%	3,365	11.32%
Total	29,743	100.00%	29,735	100.00%

SOURCE: FLORIDA DEPARTMENT OF EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION

TABLE E4. Monroe County: Retail Trade and Service Average Monthly Employment

RETAIL TRADE	1989			1990			1991			1992			1993			
	MONTHLY AVG.	% of Total														
BLDG. HDW/E. GARDEN, & MOB. HOME	432	4.7%	459	5.0%	470	5.1%	458	4.9%	488	4.7%						
GENERAL MERCHANDISE	645	7.1%	584	6.2%	479	5.2%	525	5.6%	674	6.5%						
FOOD STORES	1,311	14.4%	1,317	14.4%	1,484	16.0%	1,475	15.7%	1,484	14.4%						
AUTO DEALERS & SERV. STAT.	709	7.8%	683	7.5%	851	7.0%	487	5.3%	512	4.9%						
APPAREL & ACCESSORY STORES	335	3.7%	388	4.0%	373	4.0%	407	4.3%	482	4.6%						
HOME FURN. & FURNISHINGS	176	1.8%	204	2.2%	200	2.2%	203	2.2%	203	1.9%						
EATING AND DRINKING PLACES	4,268	46.8%	4,245	46.5%	4,295	46.4%	4,500	47.6%	5,082	48.7%						
MISC. RETAIL STORES	1,240	13.6%	1,281	14.1%	1,310	14.1%	1,350	14.3%	1,405	14.3%						
TOTAL	9,114		9,131		9,282		9,416		10,400							
SERVICES																
	MONTHLY AVG.	% of Total														
HOTELS & OTHER LODG. PLACES	4,388	51.8%	4,828	50.0%	4,404	48.9%	4,940	43.2%	4,447	44.7%						
PERSONAL SERVICES	187	2.2%	191	2.0%	207	2.2%	180	2.0%	254	2.6%						
BUSINESS SERVICES	415	4.9%	462	4.8%	507	5.4%	518	5.5%	487	4.7%						
AUTO REPAIR, SERV., & PARKING	159	1.9%	155	1.6%	154	1.6%	168	1.6%	205	2.1%						
MISC. REPAIR SERVICES	80	0.9%	88	0.9%	92	1.0%	94	1.0%	87	0.9%						
MOTION PICTURES	92	1.1%	120	1.3%	103	1.1%	111	1.2%	103	1.0%						
AMUSEMENT & RECREATION SERV	587	6.9%	612	6.4%	610	6.5%	710	7.6%	738	7.4%						
HEALTH SERVICES	1,227	14.4%	1,580	16.4%	1,783	18.8%	1,828	19.6%	1,874	18.8%						
LEGAL SERVICES	218	2.6%	216	2.3%	204	2.2%	203	2.2%	196	2.0%						
EDUCATIONAL SERVICES					159	1.7%	170	1.6%	179	1.6%						
SOCIAL SERVICES	158	1.9%	193	2.0%	203	2.2%	221	2.4%	229	2.3%						
MUS., ART., BOT., & ZOO GARD	45	0.5%	53	0.6%	94	1.0%	93	1.0%	97	1.0%						
MEMBERSHIP ORGANIZATIONS	474	5.6%	488	5.1%	533	5.7%	557	6.0%	547	5.5%						
ENGR, ACCT, RESEARCH, MGT, ETC.	295	3.5%	368	3.9%	293	3.1%	359	3.6%	424	4.3%						
PRIVATE HOUSEHOLDS	71	0.8%	65	0.7%	62	0.7%	72	0.6%	61	0.6%						
MISCELLANEOUS SERVICES									12	0.1%						
NONCLASS. ESTABLISHMENTS														30	0.3%	
TOTAL	8,526		9,537		9,385		9,346		9,841							

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION.

TABLE E5. Monroe County: Retail Trade and Service Average Monthly Employment

RETAIL TRADE	1989	1990	1991	1992	1993
	MONTHLY AVG.				
BLDG, HDWE, GARDEN, & MOB. HOME	432	459	470	459	488
GENERAL MERCHANDISE	645	564	479	525	674
FOOD STORES	1,311	1,317	1,484	1,475	1,494
AUTO. DEALERS & SERV. STAT.	709	683	651	497	512
APPAREL & ACCESSORY STORES	335	369	373	407	482
HOME FURN. & FURNISHINGS	176	204	200	203	203
EATING AND DRINKING PLACES	4,266	4,245	4,296	4,500	5,062
MISC. RETAIL STORES	1,240	1,291	1,310	1,350	1,485
TOTAL	9,114	9,131	9,262	9,416	10,400
QTR. 1					
SERVICES	1989	1990	1991	1992	1993
	MONTHLY AVG.				
HOTELS & OTHER LODG. PLACES	4,399	4,828	4,404	4,040	4,447
PERSONAL SERVICES	187	191	207	190	254
BUSINESS SERVICES	415	462	507	518	467
AUTO REPAIR, SERV., & PARKING	159	155	154	168	205
MISC. REPAIR SERVICES	80	88	92	94	87
MOTION PICTURES	92	120	103	111	103
AMUSEMENT & RECREATION SERV	587	612	610	710	738
HEALTH SERVICES	1,227	1,569	1,763	1,828	1,874
LEGAL SERVICES	218	216	204	203	196
EDUCATIONAL SERVICES			159	170	179
SOCIAL SERVICES	159	193	203	221	229
MUS., ART, & BOT. & ZOO GARD.	45	53	94	93	97
MEMBERSHIP ORGANIZATIONS	474	488	533	557	547
ENGR, ACCT, RESEARCH, MGT, ETC.	295	368	293	359	424
PRIVATE HOUSEHOLDS	71	65	62	72	81
MISCELLANEOUS SERVICES				12	14
NONCLASS. ESTABLISHMENTS					30
TOTAL	8,526	9,537	9,395	9,346	9,941
QTR. 1					

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY

TABLE E6. MONROE COUNTY: LABOR FORCE AND UNEMPLOYMENT

	1990	1991	1992	1993
Labor Force	41,055	41,004	40,842	42,479
Employment	39,638	39,231	38,694	40,720
Unemployment	1,372	1,773	2,148	1,759
Unemp. Rate	3.3	4.3	5.3	4.1

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION

TABLE E7. MONROE COUNTY: MONTHLY UNEMPLOYMENT RATE

	1990	1991	1992	1993
January	3.3	3.7	5.7	5.3
February	3.3	4.7	5.8	4.6
March	2.5	4.2	5.2	4.5
April	2.6	3.7	4.9	3.6
May	2.7	4.4	4.4	4.0
June	3.3	4.3	5.1	4.3
July	3.4	4.1	4.5	4.1
August	4.1	4.5	4.8	4.6
September	3.2	5.0	8.6	3.6
October	3.9	4.0	5.1	3.5
November	3.2	4.3	4.9	3.7
December	3.6	4.9	4.0	3.8
Average	3.3	4.3	5.3	4.1

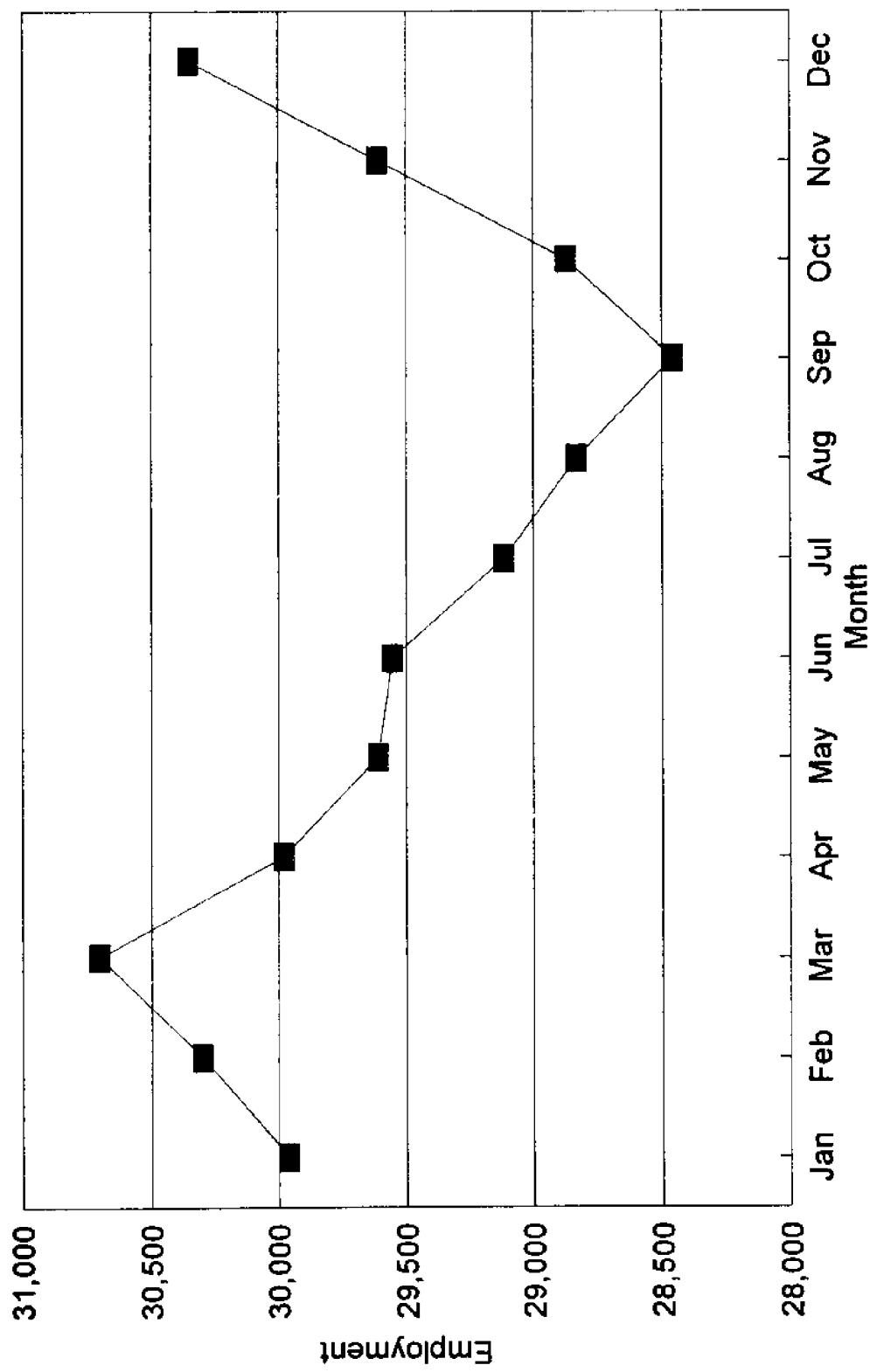
SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION

TABLE E8. MONROE COUNTY: MONTHLY UNEMPLOYED WORKERS

	1990	1991	1992	1993
January	1,814	1,543	2,325	2,232
February	1,347	1,918	2,364	1,981
March	1,061	1,776	2,115	1,969
April	1,053	1,552	1,974	1,507
May	1,119	1,799	1,750	1,716
June	1,338	1,768	2,072	1,838
July	1,401	1,698	1,847	1,766
August	1,711	1,877	1,985	1,937
September	1,310	2,018	3,567	1,470
October	1,557	1,590	2,104	1,444
November	1,303	1,741	2,005	1,587
December	1,453	2,001	1,662	1,657
Average	1,372	1,773	2,148	1,759

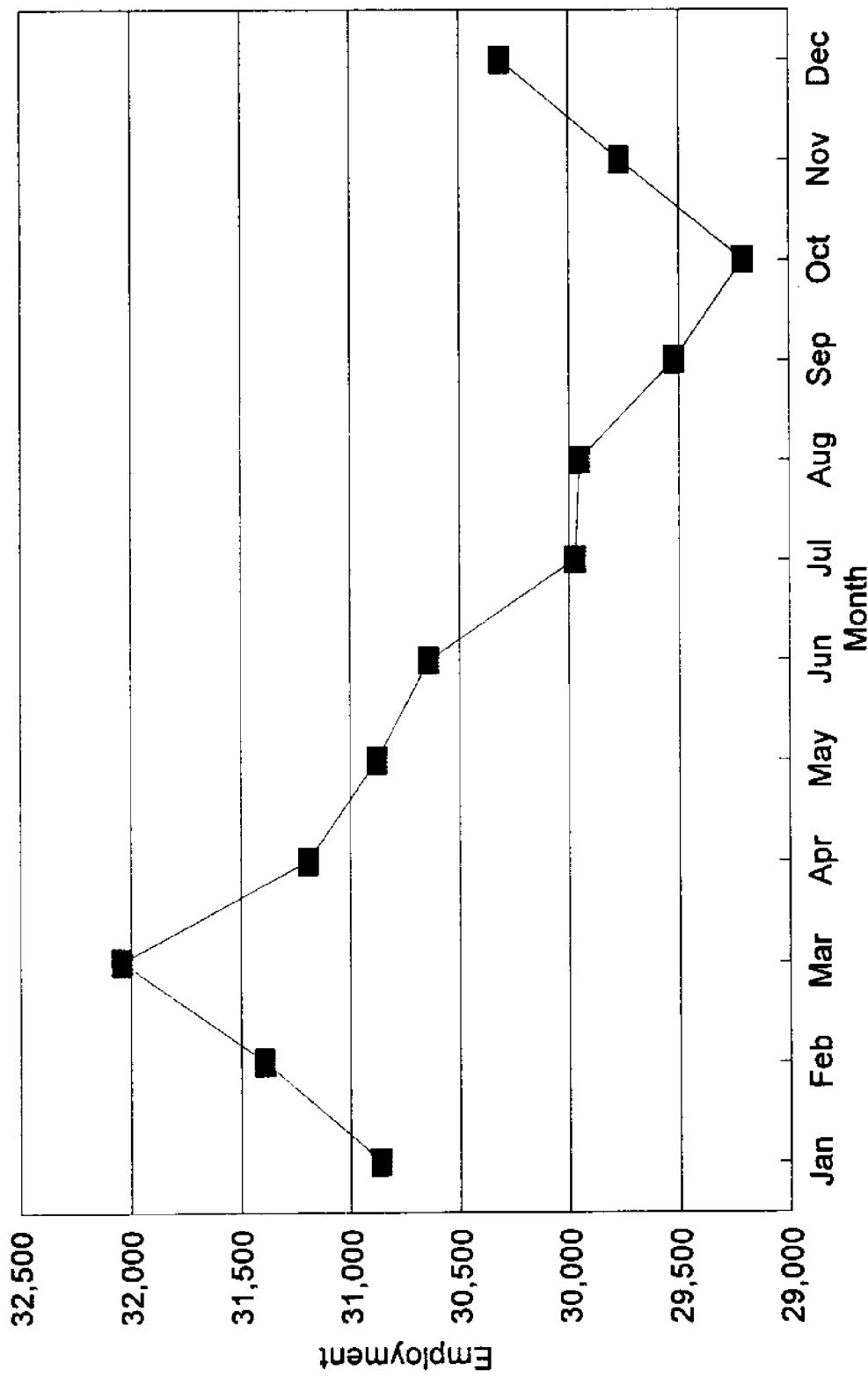
SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION

MONTHLY EMPLOYMENT MONROE COUNTY 1989



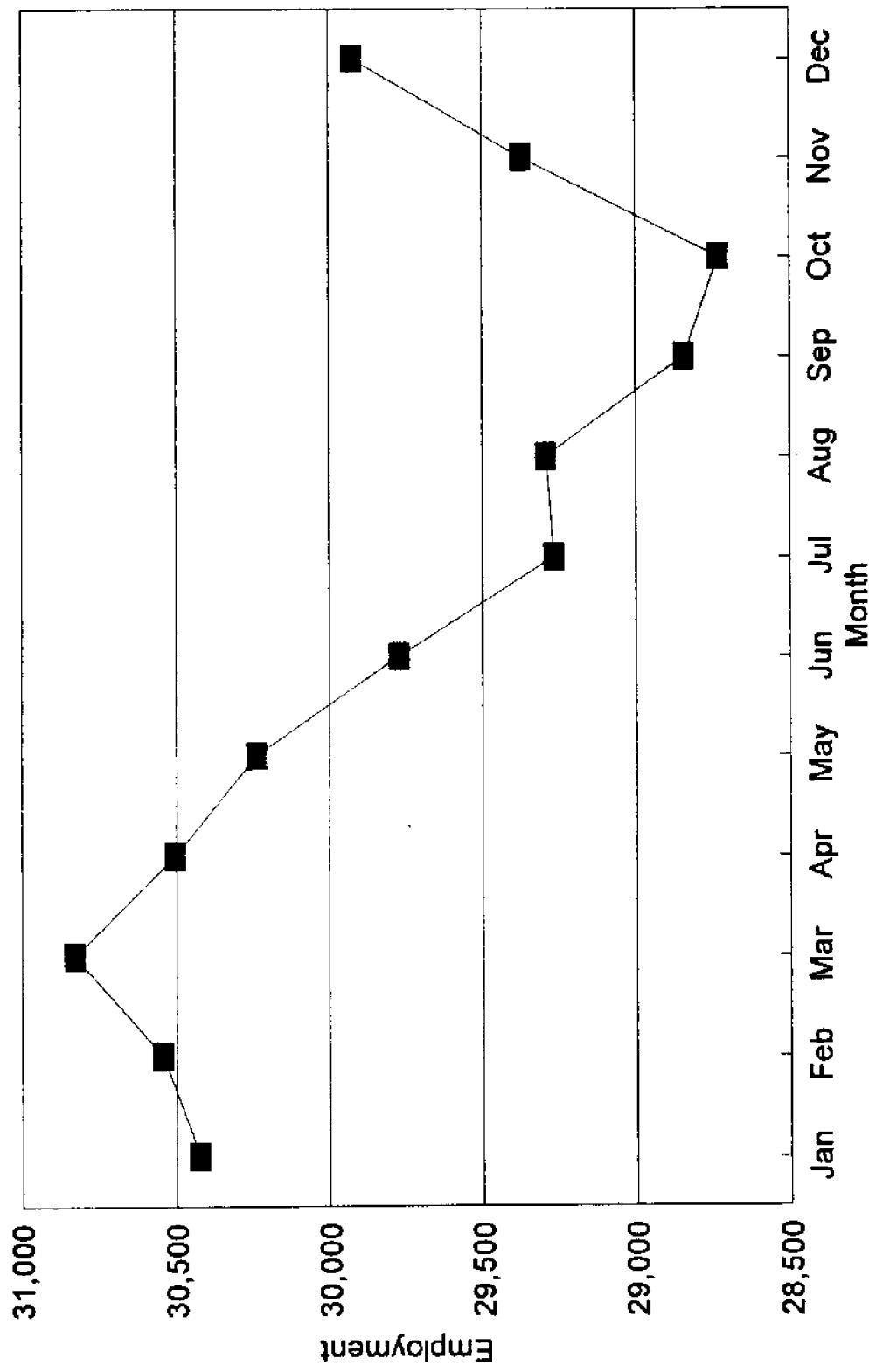
MONTHLY EMPLOYMENT

MONROE COUNTY 1990



MONTHLY EMPLOYMENT

MONROE COUNTY 1991



MONTHLY EMPLOYMENT MONROE COUNTY 1992

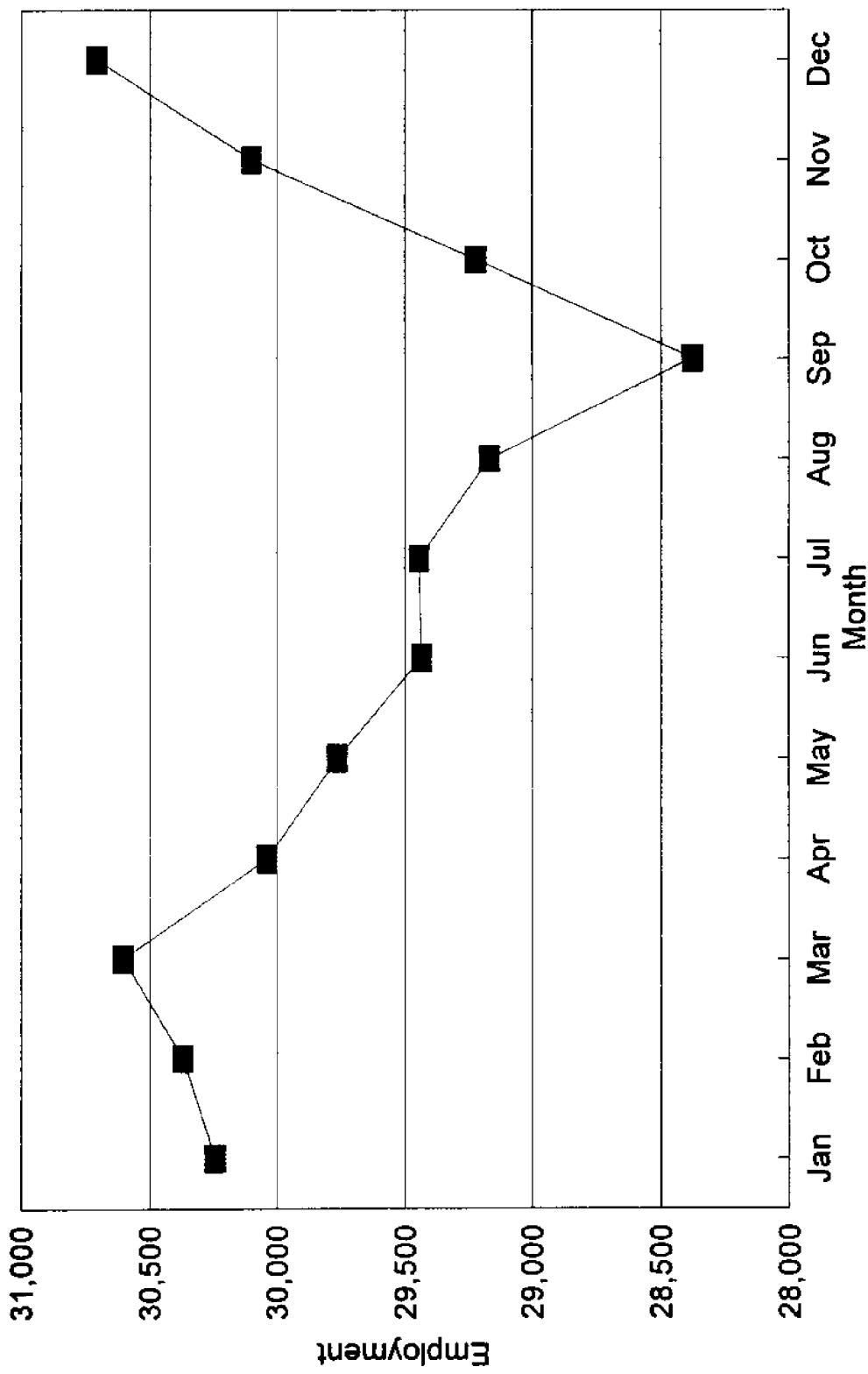
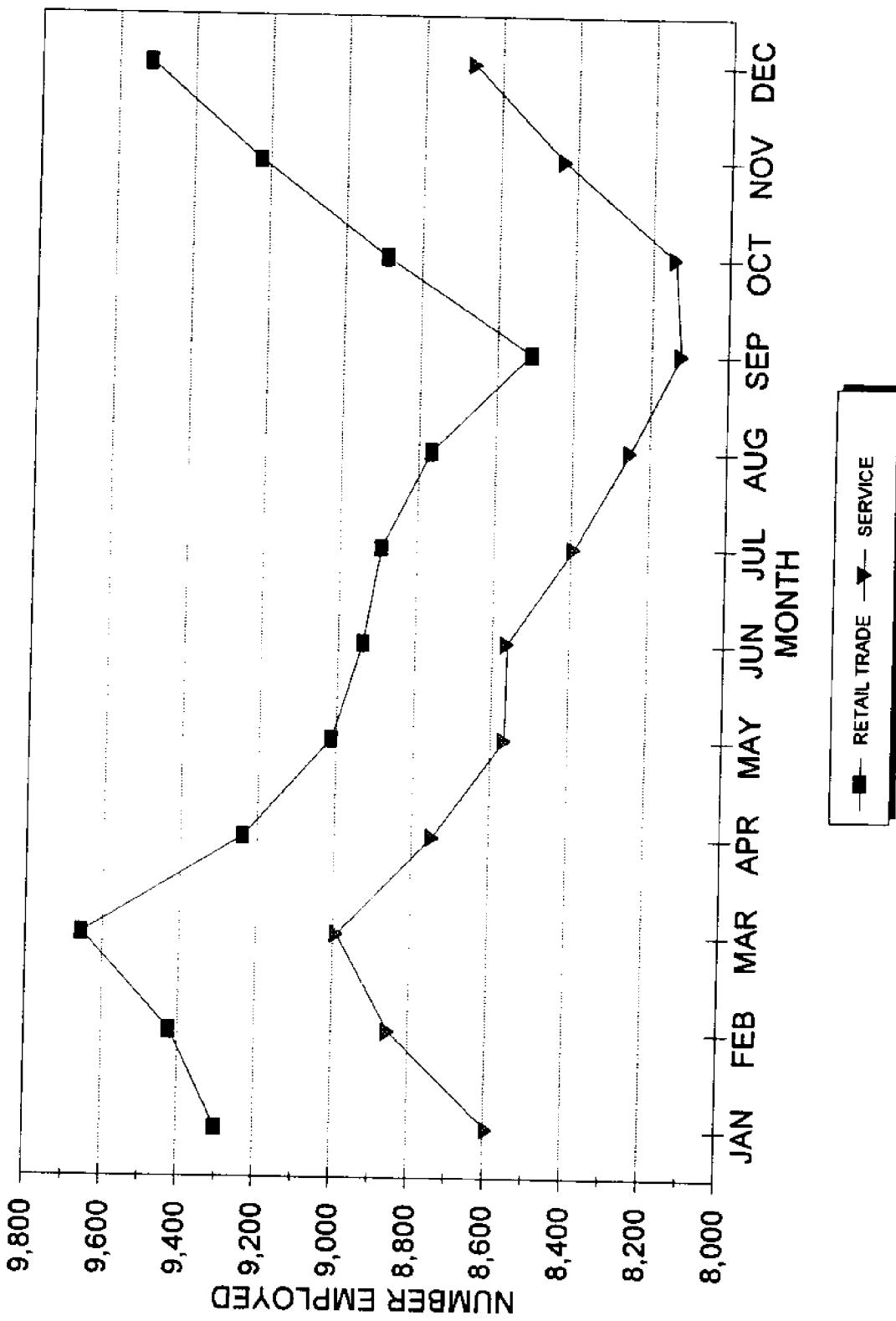


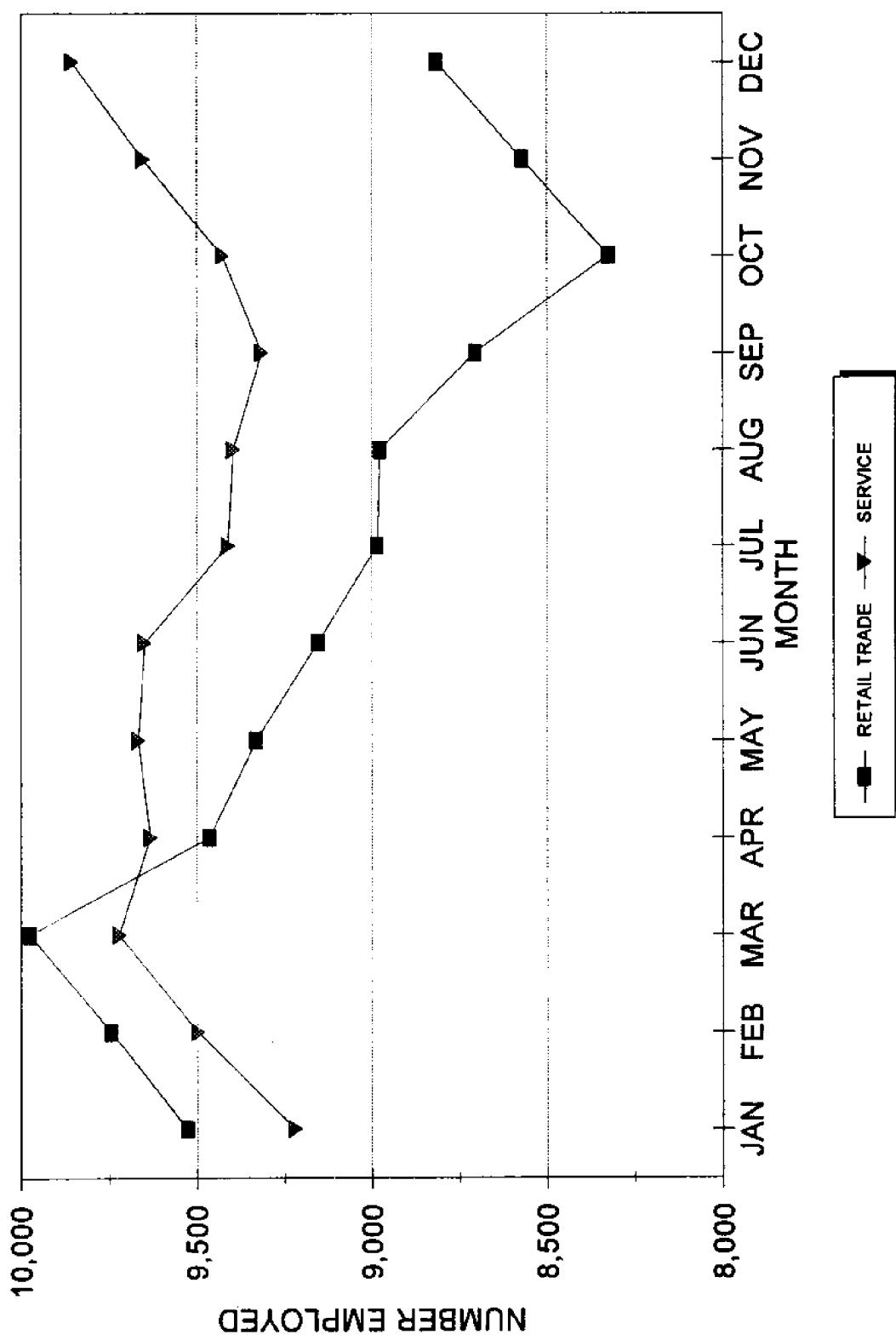
FIGURE E4

RETAIL TRADE AND SERVICE EMPLOYMENT

MONROE COUNTY: 1989

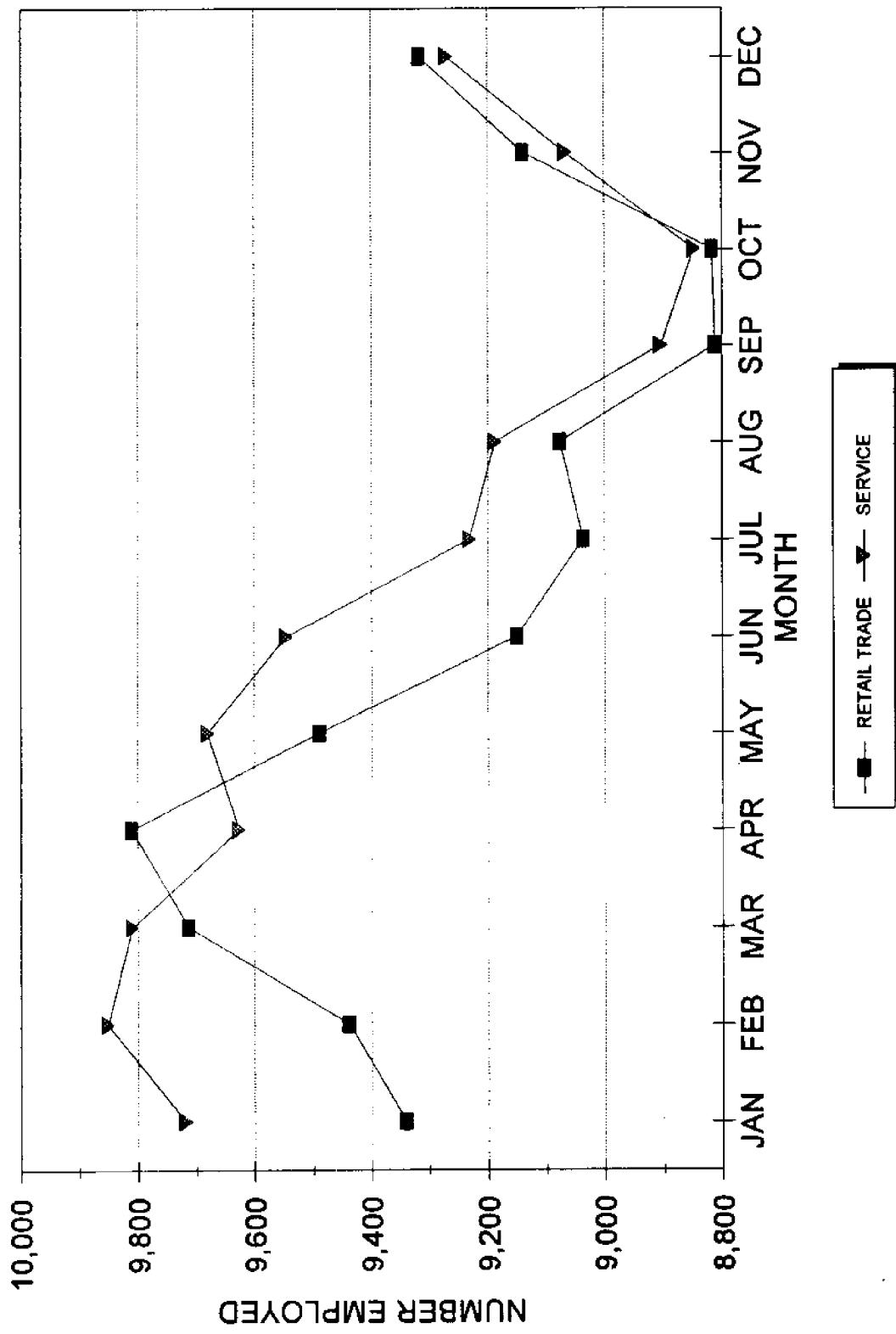


**RETAIL TRADE AND SERVICE EMPLOYMENT
MONROE COUNTY: 1990**

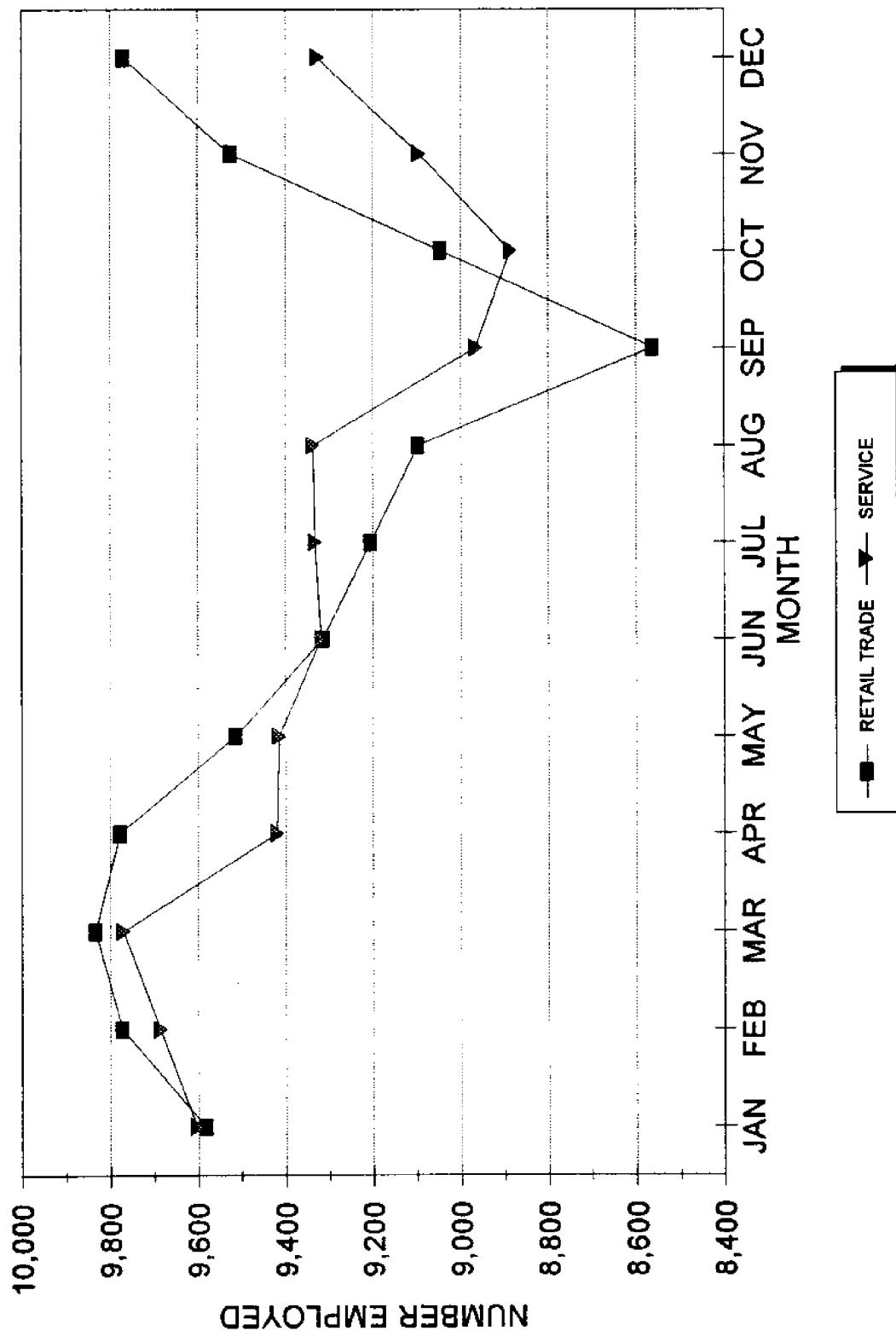


— RETAIL TRADE ▶ SERVICE

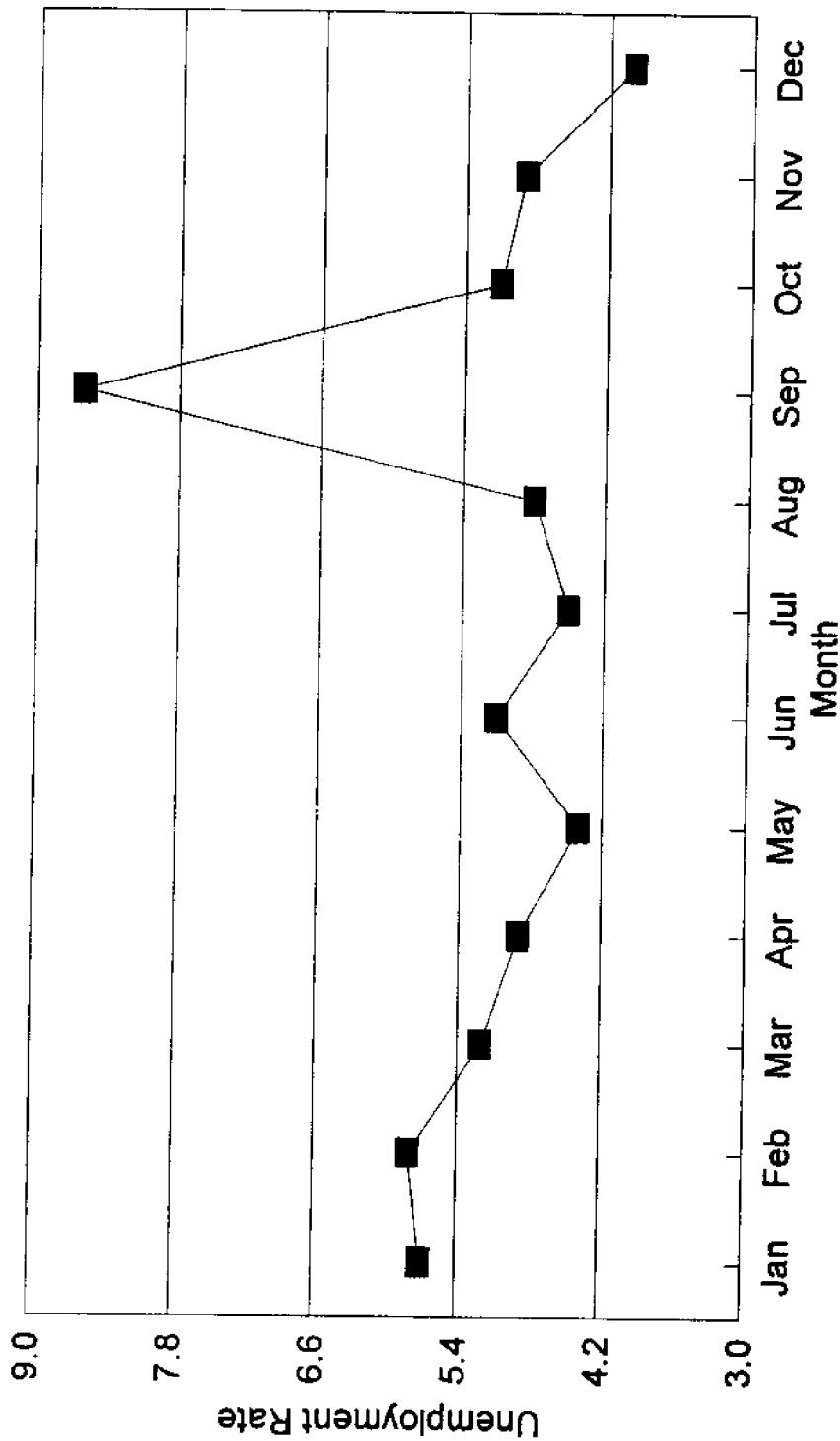
RETAIL TRADE AND SERVICE EMPLOYMENT MONROE COUNTY: 1991



RETAIL TRADE AND SERVICE EMPLOYMENT MONROE COUNTY: 1992



UNEMPLOYMENT RATE MONROE COUNTY 1992



UNEMPLOYMENT RATE

MONROE COUNTY 1993

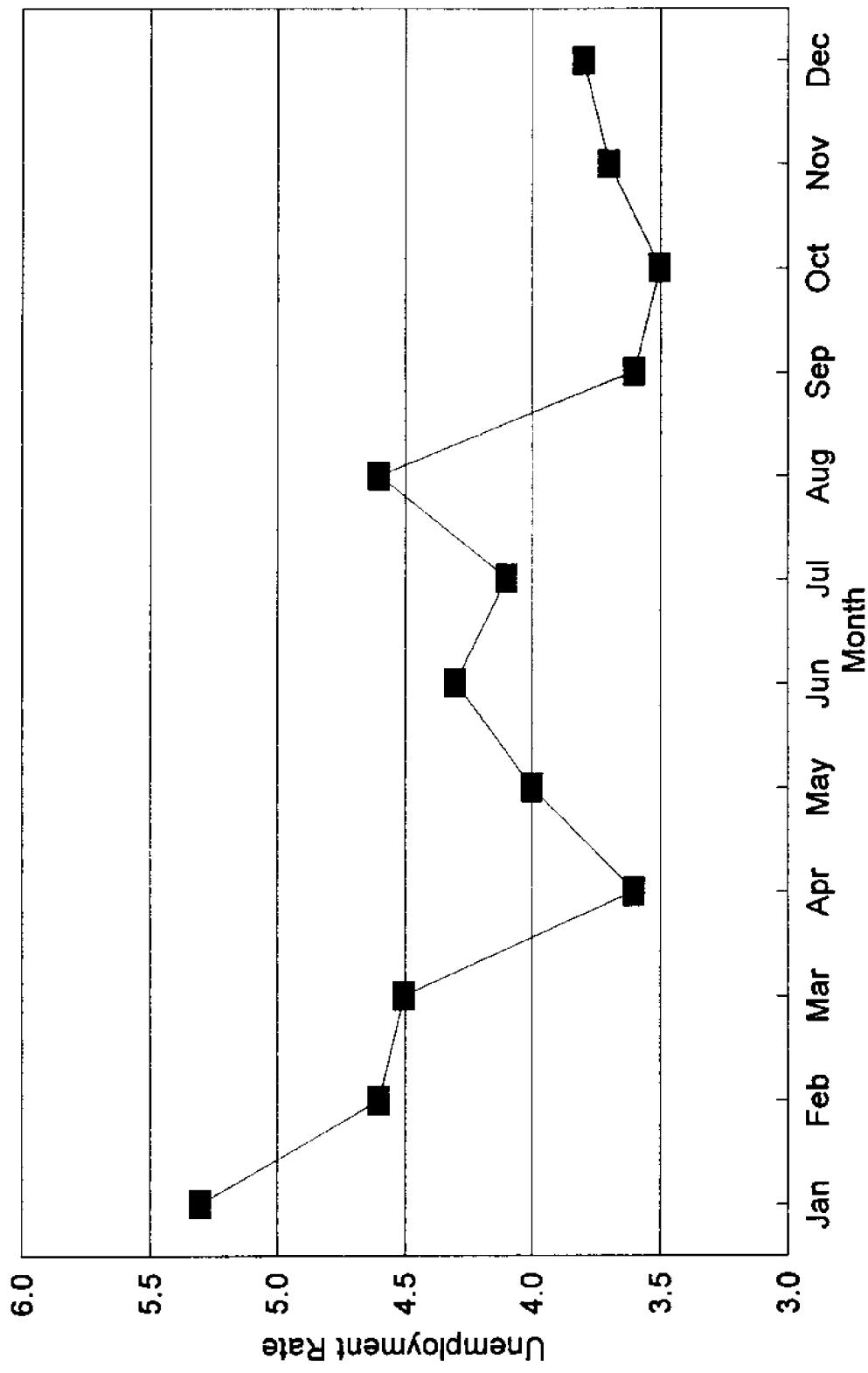


FIGURE E10

FIGURE E11

UNEMPLOYED WORKERS

MONROE COUNTY 1992

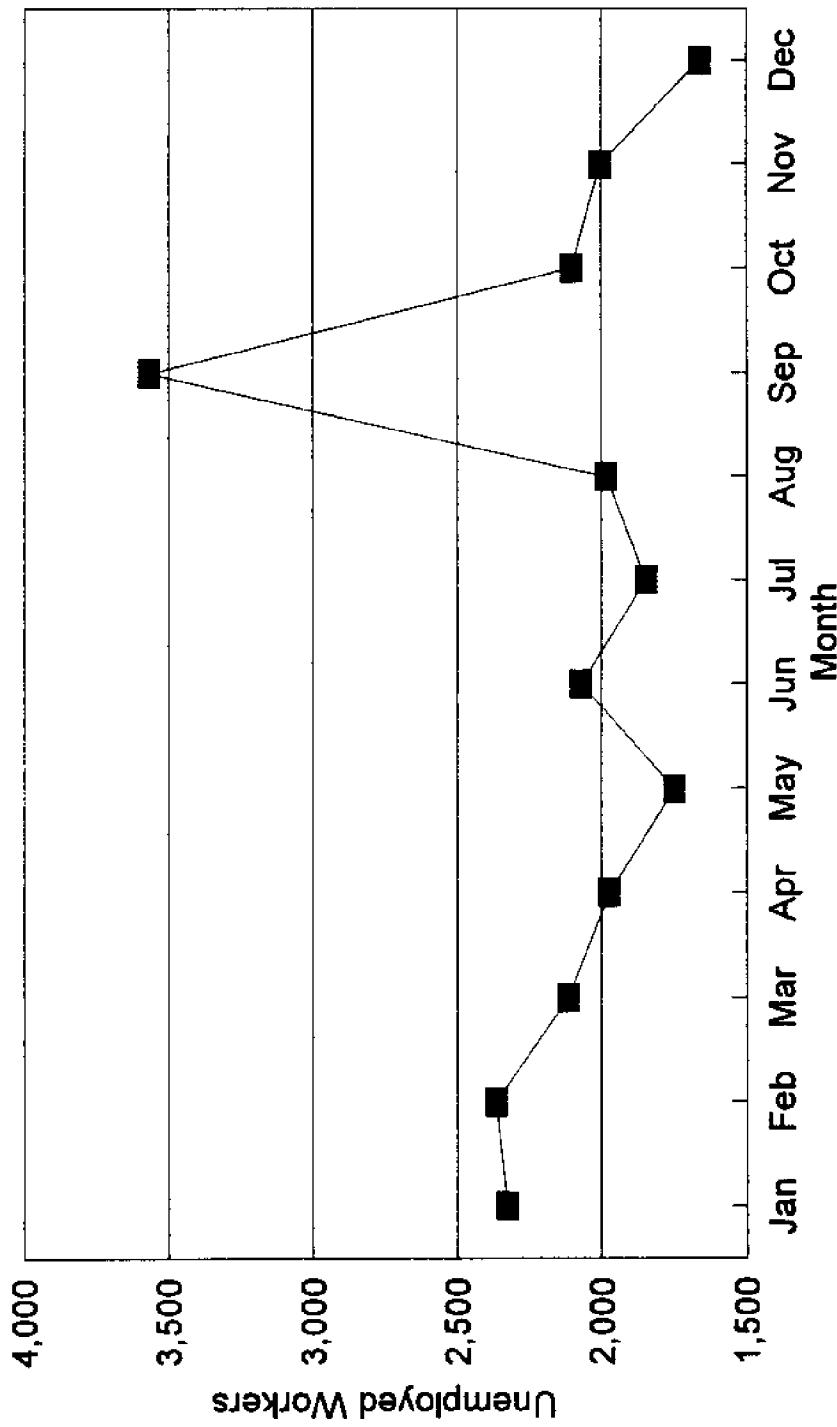
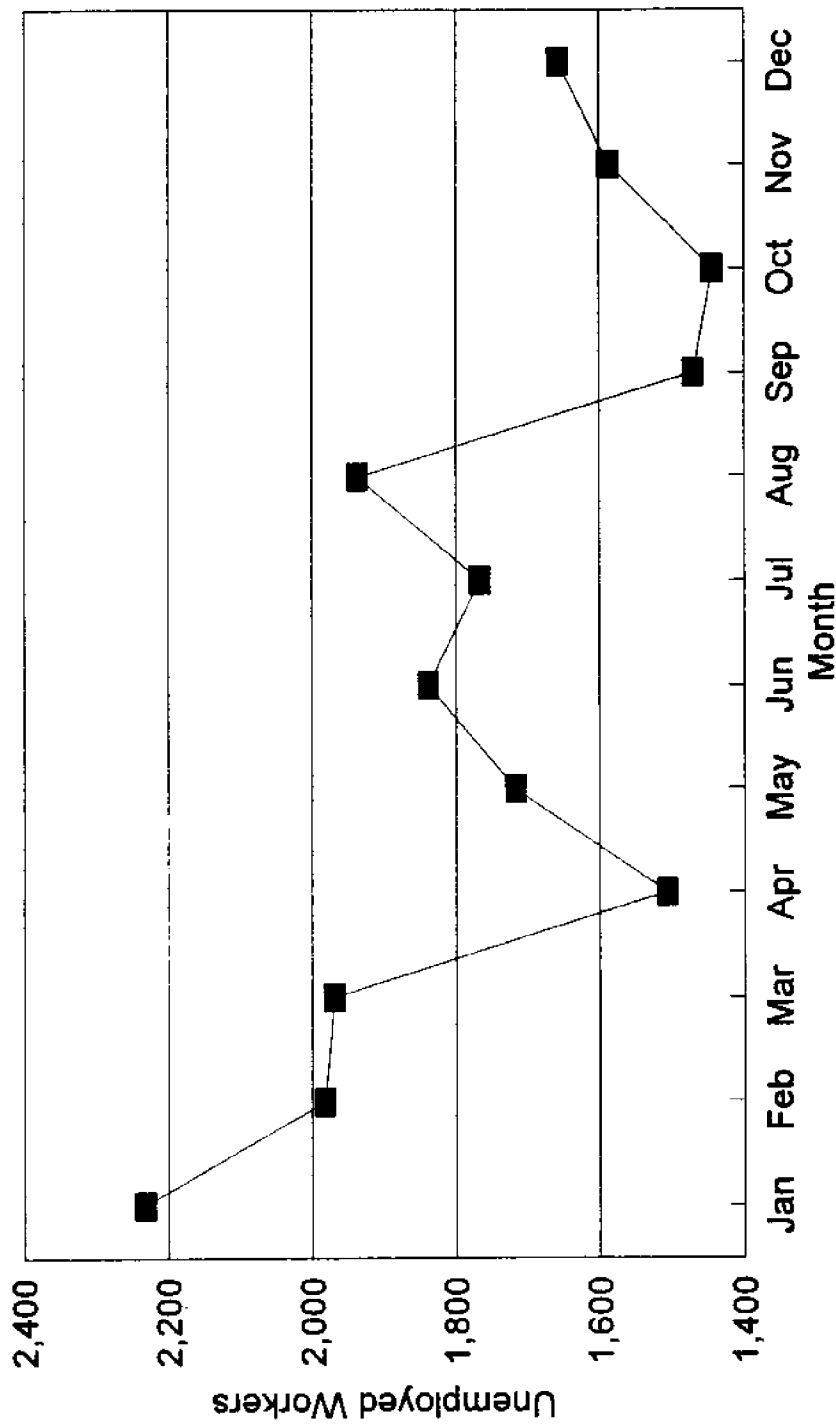
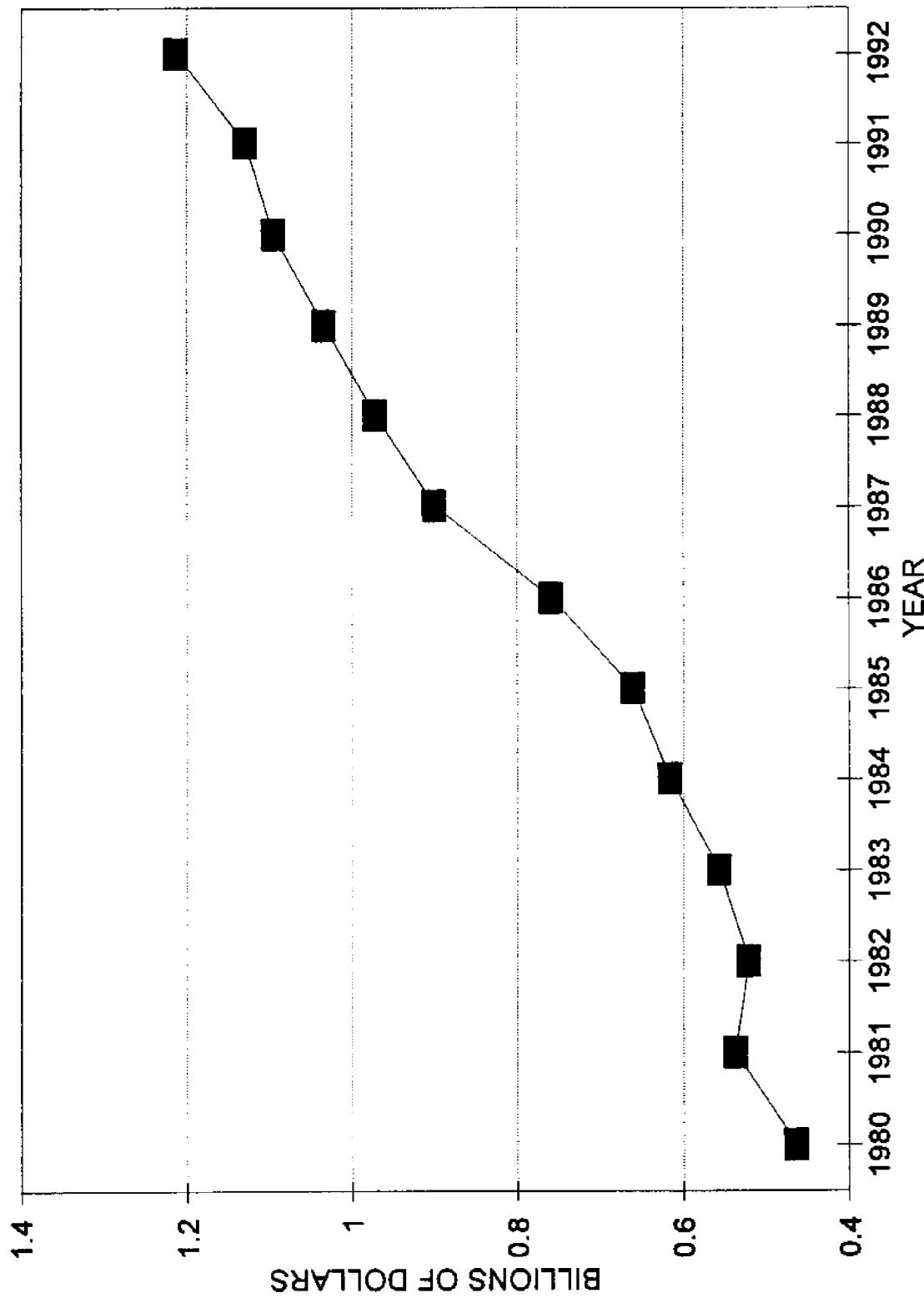


FIGURE E12

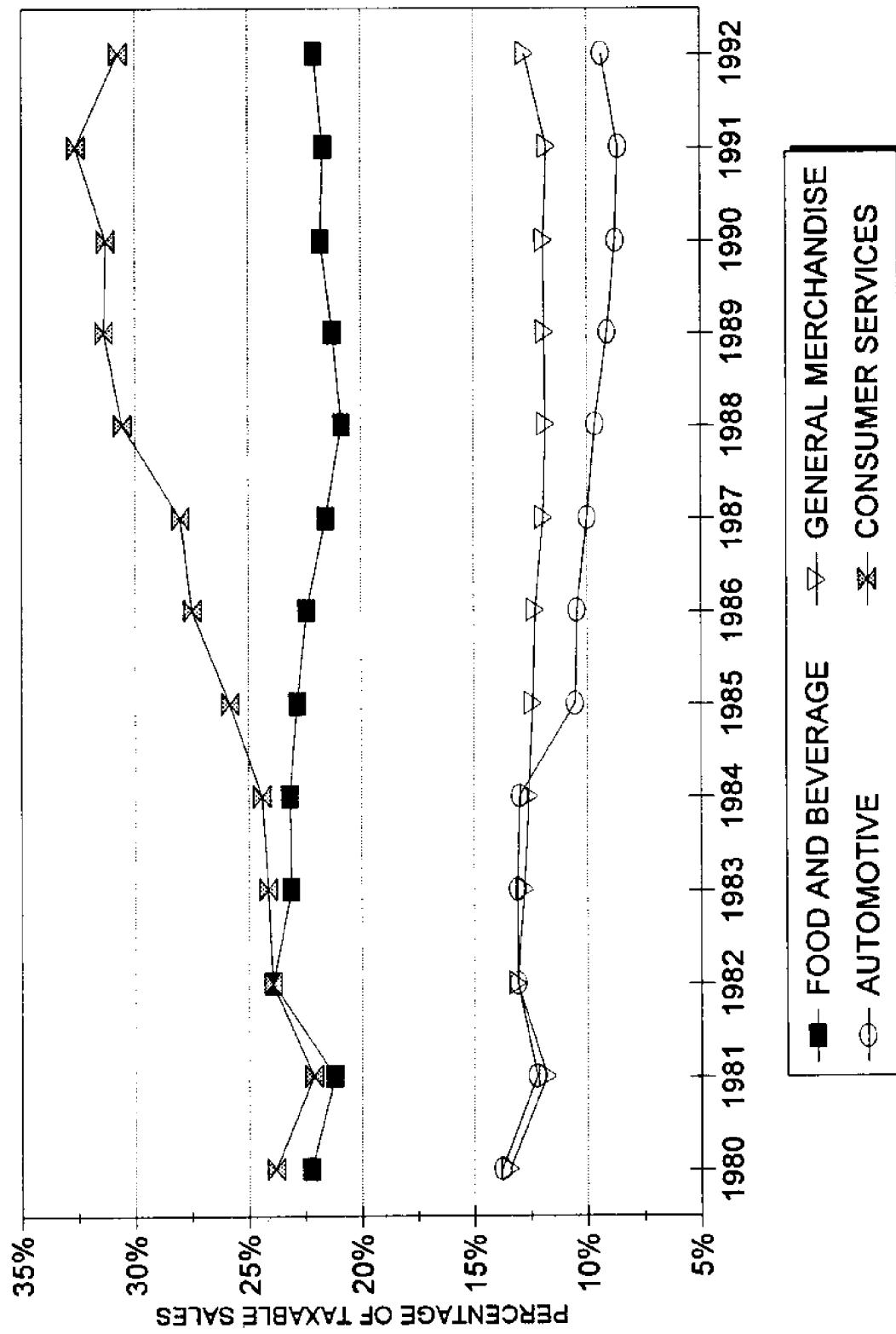
UNEMPLOYED WORKERS MONROE COUNTY 1993



MONROE COUNTY: TAXABLE SALES BY YEAR



MONROE COUNTY:PERCENT OF TAXABLE SALES BY FOUR LARGEST ECONOMIC SECTORS



GROSS SALES MONROE COUNTY: 1992

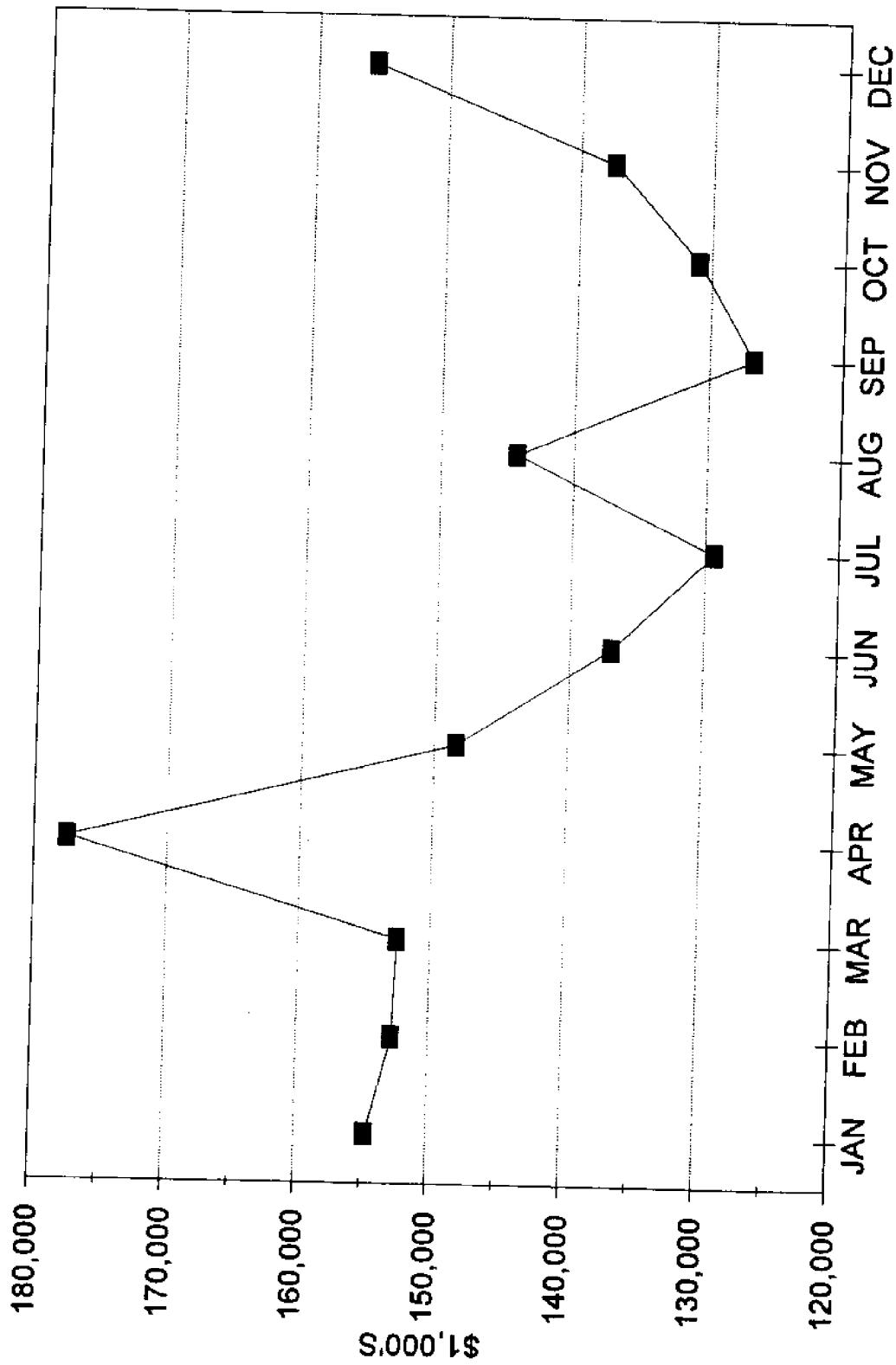


FIGURE S4

GROSS SALES MONROE COUNTY: 1987

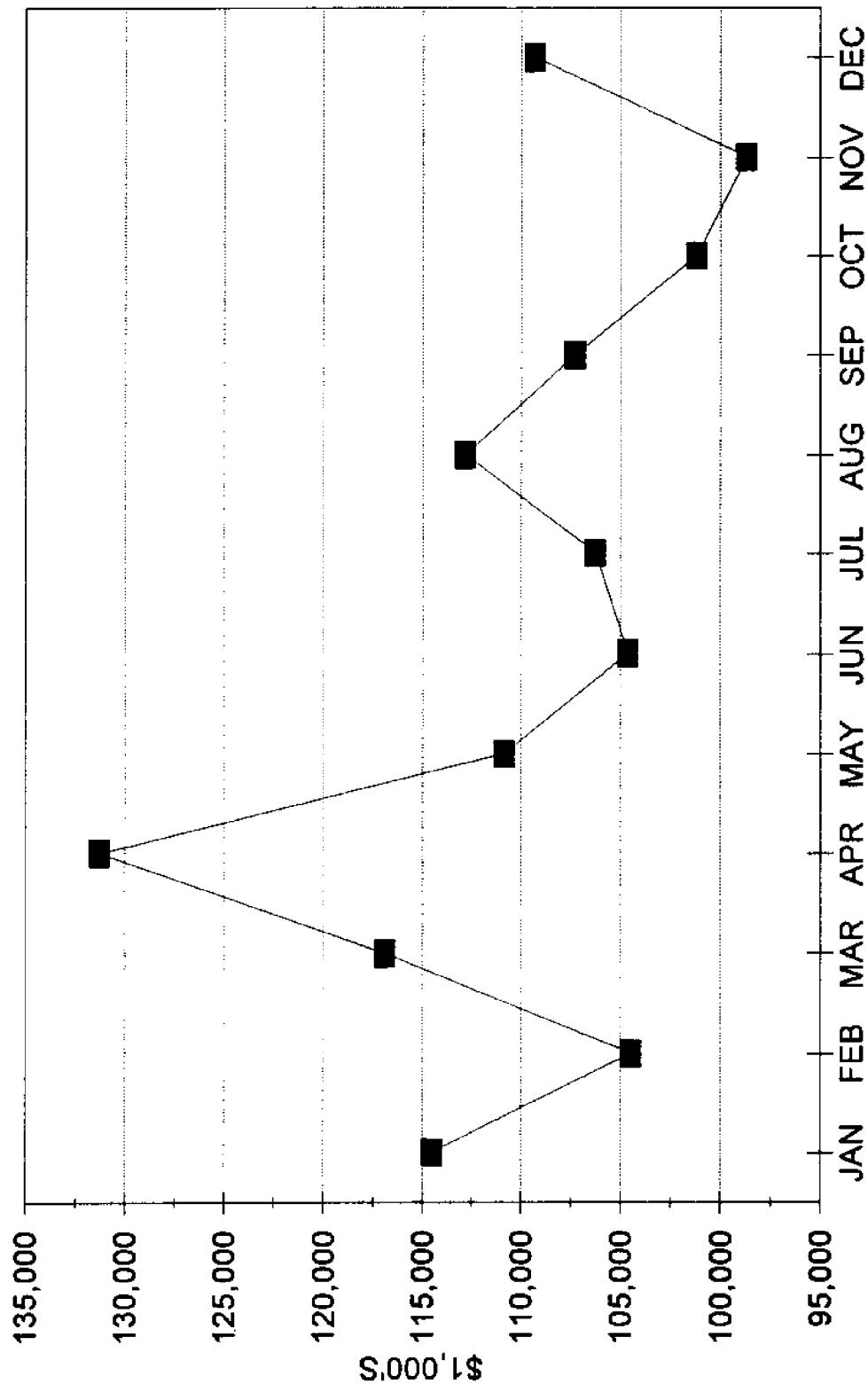


FIGURE S5

TAXABLE SALES MONROE COUNTY 1992

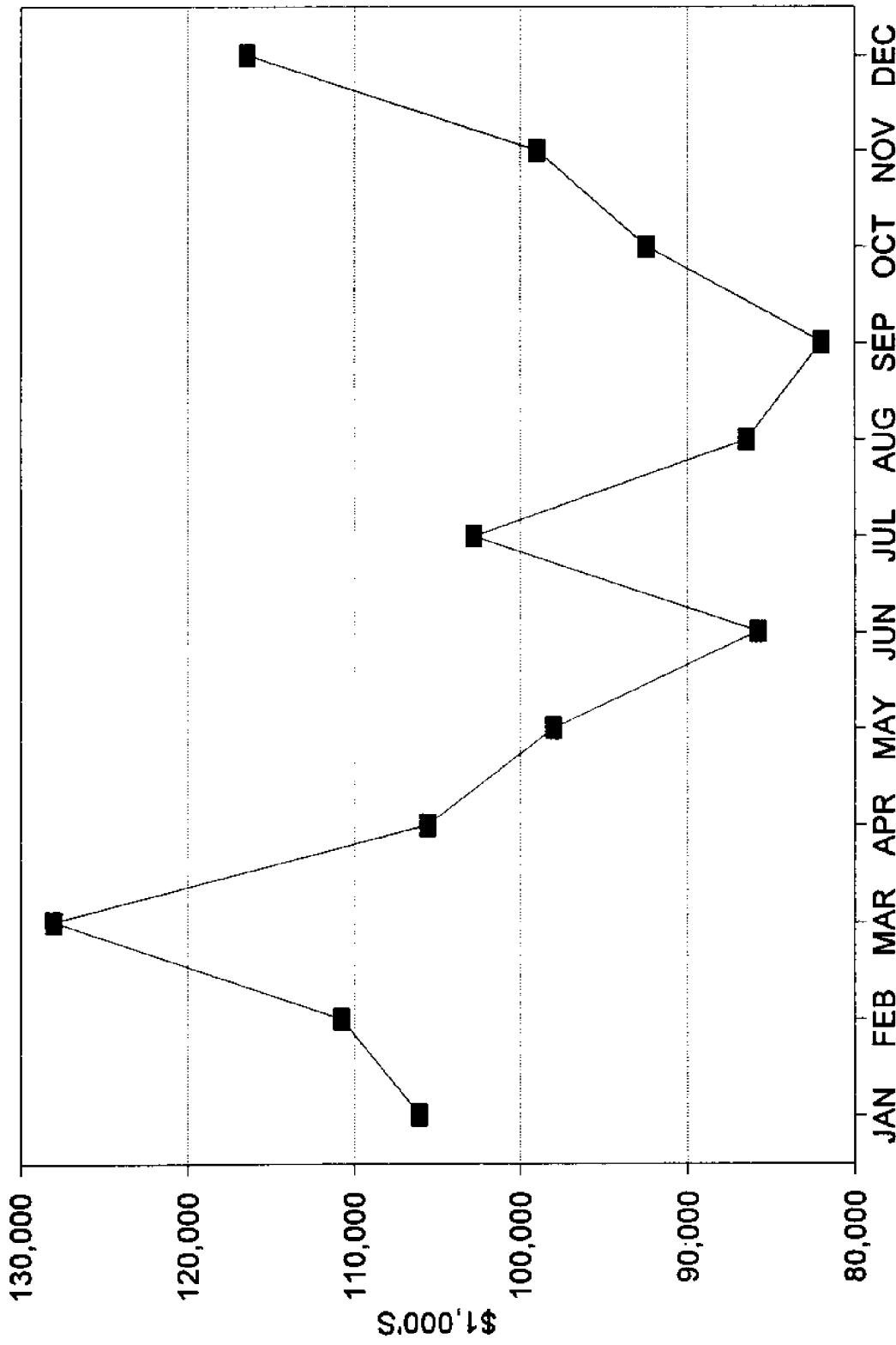
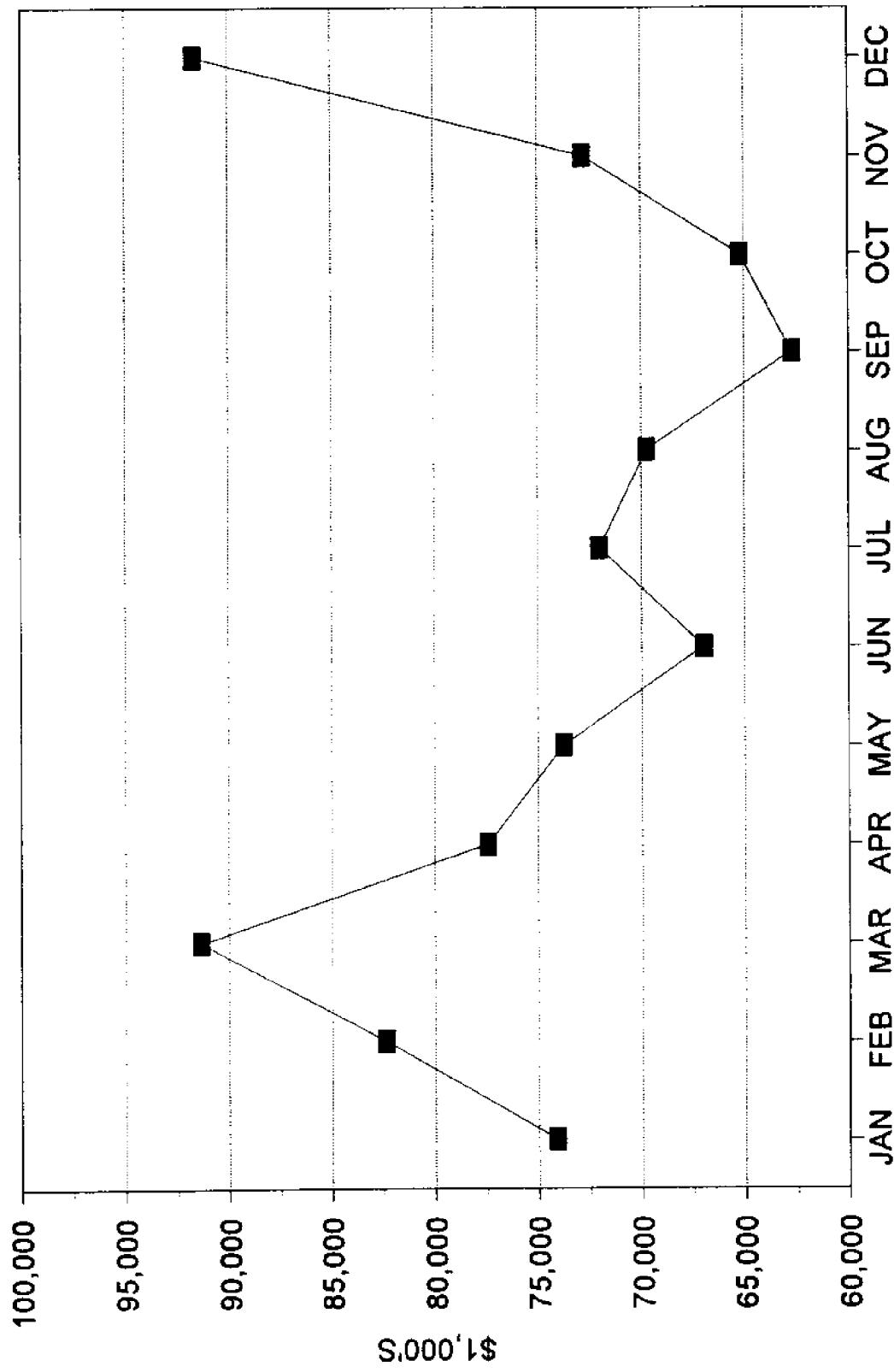


FIGURE S6

TAXABLE SALES MONROE COUNTY 1987



RETAIL SALES

Another measure of economic activity in a tourism dependent economy such as Monroe County is retail sales. Appendix 3 provides detail on total sales and taxable sales in Monroe County, by month and by general type of good sold, for the period 1980-1990.³ Data are summarized for purposes of discussion in Tables S1-S5 and Figures S1-S6.

Total Sales: Total sales by sub-sector within the retail sales group is reported in Table S1 for 1982 and 1992. The table also reflects the percentage change in sales over the 1982-92 period. Total sales increased from \$719 million to more than \$1.7 billion over the ten year period, an increase of 142 percent. Within the sub-groups, the largest sales increases were in apparel, an increase of more than 300 percent, and in consumer services and speciality retail, each of which increased by more than 200 percent. Other sub-groups increasing more than the overall rate include general merchandise, other services, and wholesale dealers.

Table S2 shows total sales for each year over the 1980-1992 period, and Table S3 shows the percentage of total sales contributed by each sector in each year. Comparisons between years allow an assessment of the changing relative importance of sub-groups over time. Sectors declining in relative importance include food and beverages, from 26.25 percent to 24.02 percent, and automotive sales which declined from 16.95 percent in 1990 to only 11.60 percent of total sales in 1992. Sectors gaining in relative importance include general merchandise, a slight increase, and consumer services which increased from 18.24 percent of total sales in 1980 to almost 25 percent of total sales in 1992.

Taxable Sales: Data similar to that above on taxable sales by sector are reported in

³Sales data were provided by the Bureau of Economic and Business Research, College of Business Administration, University of Florida, Gainesville, Florida.

Tables S4-S5. Taxable sales increased by more than 161 percent over the 1980-1992 period, slightly more than the increase in total sales over the same period. Taxable sales totaled slightly over \$101 million in 1992. The large difference between the two, to a large extent, reflects the importance of the services sector in Monroe County. The two service categories together account for more than \$560 million dollars in total sales, most of which is exempt from sales tax. Still, the sector showing the largest increase in relative importance as a contributor of taxable sales was consumer services. Most other sectors declined in relative importance over the 1980-1992 period. The growth in taxable sales and the percentage contribution of the four larger sectors are reflected graphically in Figure S1-S2.

Total sales and taxable sales by month for selected years are reported graphically in Figures S3-S6. These data exhibit patterns similar to that of the employment data reported earlier. They reflect a seasonal economy with a low point in late summer months and a peak during the late winter tourist season. Both total sales and taxable sales exhibit similar patterns.

TABLE S1. MONROE COUNTY: GROSS SALES (\$1,000'S) AND % CHANGE 1980-1992 BY ECONOMIC SECTOR

	1980 TOTAL SALES	1992 TOTAL SALES	% CHANGE 1980-1992
FOOD AND BEVERAGE	188,925.30	419,639.80	122.12%
APPAREL	9,837.26	41,169.63	318.51%
GENERAL MERCHANDISE	70,294.43	186,519.90	165.34%
AUTOMOTIVE	122,018.99	202,684.70	66.11%
FURNITURE AND APPLIANCE	12,992.86	28,455.79	119.01%
LUMBER AND BUILDING MATERIALS	43,873.02	67,818.43	54.58%
CONSUMER SERVICES	131,280.94	432,935.70	229.78%
OTHER SERVICES	48,364.67	129,973.73	168.74%
SPECIALTY RETAIL	13,674.61	44,543.73	225.74%
COMMERCIAL AND INDUSTRIAL	40,564.64	92,936.31	129.11%
WHOLESALE DEALERS	37,855.78	96,491.64	154.89%
TOTAL	719,674.30	1,746,707.00	142.71%

SOURCE: FLORIDA DEPT. OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

TABLE S2. MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR AND ECONOMIC SECTOR

ECONOMIC SECTOR	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
FOOD AND BEVERAGE	188,925.30	212,425.30	228,992.80	233,617.40	252,508.50	263,690.80	284,682.70	319,577.20	335,073.90	367,198.60	383,465.00	391,037.00	418,636.80
APPAREL	9,837.26	12,108.97	14,627.93	16,565.57	20,707.02	19,770.13	22,761.84	28,123.72	29,852.47	35,725.44	38,000.04	39,091.59	41,169.53
GENERAL MERCHANDISE	70,294.43	158,270.20	80,194.60	92,705.89	92,103.92	98,741.98	114,693.57	128,171.90	137,992.74	148,202.62	160,772.21	160,962.60	186,518.90
AUTOMOTIVE	122,016.99	137,798.66	136,867.59	140,719.86	155,139.10	150,592.00	150,475.00	165,787.50	165,646.70	173,368.20	175,855.00	178,839.70	202,884.70
FURNITURE AND APPLIANCE	12,892.86	30,925.46	14,436.12	14,834.78	17,982.50	18,887.32	18,445.22	23,632.81	24,647.22	25,914.77	26,829.47	24,553.38	28,455.79
LUMBER AND BUILDING MATERIAL	43,873.32	47,702.32	42,923.01	45,018.48	52,123.01	55,286.50	62,009.30	85,387.89	79,587.67	74,041.06	74,174.33	64,062.25	67,818.43
CONSUMER SERVICES	131,280.94	141,174.08	236,432.02	172,699.83	169,255.10	204,440.70	249,000.20	304,356.60	339,774.50	382,610.20	432,878.10	419,183.50	432,835.70
OTHER SERVICES	48,384.67	61,683.24	61,311.42	72,936.07	75,063.11	110,081.02	84,816.06	92,805.01	109,607.49	114,378.26	131,862.48	129,986.81	129,973.73
SPECIALTY RETAIL	13,674.61	14,949.13	15,745.04	17,418.77	20,526.11	21,401.99	27,149.37	32,118.49	35,001.67	36,605.49	39,178.94	41,075.42	44,543.73
COMMERCIAL AND INDUSTRIAL	40,984.64	42,025.54	54,295.66	40,634.23	43,446.69	48,337.81	52,915.65	62,463.70	73,386.52	77,219.95	80,056.39	82,257.23	92,936.31
WHOLESALE DEALERS	37,865.78	47,550.39	47,111.71	54,436.01	60,947.57	55,157.74	62,035.71	68,129.94	81,593.41	80,591.53	81,989.06	96,491.54	
TOTAL	719,674.30	927,614.80	931,965.10	883,252.70	983,281.30	1,052,174.40	1,122,096.50	1,318,053.00	1,417,137.70	1,530,768.40	1,636,212.00	1,746,707.00	

SOURCE: FLORIDA DEPT. OF REVENUE, PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH,
UNIVERSITY OF FLORIDA.

TABLE S3. MONROE COUNTY: PERCENTAGE OF YEARLY GROSS SALES (\$1,000'S) BY ECONOMIC SECTOR

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
	% OF TOTAL												
FOOD AND BEVERAGE	26.25%	22.90%	24.36%	26.45%	25.68%	25.06%	25.37%	24.25%	23.64%	24.15%	24.05%	24.21%	24.07%
APPAREL	1.37%	1.31%	1.57%	1.88%	2.11%	1.88%	2.03%	2.13%	2.11%	2.13%	2.35%	2.37%	2.32%
GENERAL MERCHANDISE	9.77%	17.17%	8.80%	9.36%	9.37%	9.39%	10.22%	8.72%	9.74%	9.75%	9.35%	9.66%	10.66%
AUTOMOTIVE	16.88%	14.88%	14.69%	15.03%	15.79%	14.31%	13.41%	12.58%	11.80%	11.40%	10.78%	11.07%	11.80%
FURNITURE AND APPLIANCE	1.81%	5.49%	1.55%	1.68%	1.83%	1.80%	1.64%	1.78%	1.74%	1.70%	1.64%	1.52%	1.63%
LUMBER AND BUILDING MATERIALS	0.10%	5.14%	4.67%	5.30%	5.26%	5.53%	6.46%	5.62%	4.53%	4.87%	4.53%	3.86%	3.86%
CONSUMER SERVICES	18.24%	15.22%	26.31%	19.55%	20.26%	19.43%	22.16%	23.06%	23.86%	25.16%	26.46%	25.95%	24.75%
OTHER SERVICES	6.72%	6.05%	6.58%	6.26%	7.63%	10.46%	7.58%	7.04%	7.73%	7.52%	8.05%	8.05%	7.44%
SPECIALTY RETAIL	1.90%	1.61%	1.66%	1.97%	2.06%	2.03%	2.42%	2.44%	2.47%	2.41%	2.39%	2.54%	2.55%
COMMERCIAL AND INDUSTRIAL	5.84%	4.53%	5.83%	4.90%	4.42%	4.59%	4.72%	4.74%	5.18%	5.08%	4.86%	5.09%	5.32%
WHOLESALE DEALERS	5.20%	5.13%	5.10%	5.11%	5.54%	5.79%	4.92%	4.71%	4.67%	4.37%	4.93%	5.08%	5.51%

SOURCE: FLORIDA DEPT. OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH,
UNIVERSITY OF FLORIDA.

TABLE S4. MONROE COUNTY: AVERAGE MONTHLY TAXABLE SALES (\$1,000'S) AND % INCREASE
1980-1992 BY ECONOMIC SECTOR

	1980	1992	% INCREASE
			1980-1992
FOOD AND BEVERAGE	8,589.64	22,319.99	159.85%
APPAREL	795.39	3,133.30	293.93%
GENERAL MERCHANDISE	5,201.73	12,857.31	147.17%
AUTOMOTIVE	5,323.56	9,467.93	77.85%
FURNITURE AND APPLIANCE	958.01	1,914.00	99.79%
LUMBER AND BUILDING MATERIALS	2,826.53	4,836.52	71.11%
CONSUMER SERVICES	9,210.20	31,070.97	237.35%
OTHER SERVICES	1,722.13	4,718.71	174.00%
SPECIALTY RETAIL	970.85	2,957.64	204.65%
COMMERCIAL AND INDUSTRIAL	1,961.43	5,450.64	177.89%
WHOLESALE DEALERS	1,122.50	2,292.65	104.24%
AVERAGE MONTHLY TAXABLE SALES	38,681.56	101,092.84	161.35%

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA

TABLE S5. MONROE COUNTY: AVERAGE MONTHLY TAXABLE SALES (\$1,000'S) AND % OF TOTAL BY YEAR AND ECONOMIC SECTOR

	1980	% OF TOTAL	1981	% OF TOTAL	1982	% OF TOTAL	1983	% OF TOTAL	1984	% OF TOTAL	1985	% OF TOTAL	1986	% OF TOTAL
FOOD AND BEVERAGE	8,589.84	22.21%	9,471.17	21.16%	10,384.85	23.91%	10,717.59	23.11%	11,878.77	23.16%	12,561.06	22.84%	14,186.02	22.41%
APPAREL	795.39	2.06%	984.87	2.20%	1,089.38	2.51%	1,284.55	2.73%	1,396.76	2.73%	1,545.98	2.61%	1,824.39	2.69%
GENERAL MERCHANDISE	6,201.73	13.45%	5,276.56	11.80%	5,680.51	13.10%	5,922.81	12.77%	5,449.81	13.10%	6,073.44	12.57%	6,822.44	12.40%
AUTOMOTIVE	5,323.56	13.76%	5,474.33	12.24%	5,683.72	13.08%	6,073.81	13.10%	6,870.29	13.00%	5,796.55	10.54%	6,618.84	10.47%
FURNITURE AND APPLIANCE	986.01	2.46%	4,086.15	9.16%	977.01	2.25%	944.22	2.04%	1,020.83	1.98%	1,176.67	2.14%	1,224.67	2.10%
LUMBER AND BUILDING MATERIALS	2,476.43	7.31%	2,823.82	6.31%	2,498.26	5.75%	2,911.70	6.28%	3,070.07	5.98%	3,779.86	6.87%	4,385.70	6.94%
CONSUMER SERVICES	9,210.20	23.81%	9,693.18	22.12%	10,398.12	23.84%	11,193.45	24.14%	12,514.67	24.40%	14,199.36	25.82%	17,359.46	27.47%
OTHER SERVICES	1,722.13	4.45%	2,090.90	4.67%	2,307.62	5.31%	2,984.50	6.46%	3,241.51	6.32%	3,517.70	6.40%	3,874.04	5.86%
SPECIALTY RETAIL	970.86	2.51%	1,095.29	2.38%	1,056.61	2.43%	1,176.85	2.54%	1,415.72	2.76%	1,568.46	2.85%	1,913.14	3.03%
COMMERCIAL AND INDUSTRIAL	1,961.43	6.07%	2,181.64	4.88%	2,113.64	4.87%	2,140.10	4.61%	2,211.26	4.31%	2,537.85	4.81%	2,729.80	4.32%
WHOLESALE DEALERS	1,122.50	2.90%	1,370.12	3.09%	1,242.25	2.86%	1,037.81	2.24%	1,427.90	2.76%	1,495.87	2.72%	1,517.46	2.40%
AVERAGE MONTHLY TAXABLE SALES	38,681.56		44,727.56		43,441.40		46,376.96		51,289.87		55,001.07		63,385.61	
	1987	% OF TOTAL	1988	% OF TOTAL	1989	% OF TOTAL	1990	% OF TOTAL	1991	% OF TOTAL	1992	% OF TOTAL	1993	% OF TOTAL
FOOD AND BEVERAGE	16,192.77	41.76%	18,681.17	37.76%	18,318.36	42.17%	19,876.39	21.76%	20,366.03	39.71%	22,319.99	22.08%		
APPAREL	2,237.30	5.76%	2,405.31	5.38%	2,808.62	6.47%	2,975.43	3.26%	3,068.20	6.98%	3,133.30	3.10%		
GENERAL MERCHANDISE	8,933.98	23.15%	9,585.43	21.43%	10,238.45	23.57%	10,862.85	11.90%	11,086.14	21.57%	12,487.31	12.72%		
AUTOMOTIVE	7,507.83	19.41%	7,825.06	17.49%	7,841.22	18.05%	7,986.43	8.75%	8,100.72	15.79%	9,467.93	9.37%		
FURNITURE AND APPLIANCE	1,660.82	4.29%	1,758.87	3.93%	1,755.84	4.04%	1,749.85	1.82%	1,730.04	3.37%	1,914.00	1.89%		
LUMBER AND BUILDING MATERIALS	5,331.20	13.79%	5,109.87	11.42%	5,175.53	11.94%	5,080.39	5.58%	4,469.08	8.71%	4,826.62	4.78%		
CONSUMER SERVICES	20,996.36	54.26%	24,717.39	55.26%	27,023.30	62.21%	28,558.04	31.30%	30,857.01	56.78%	31,070.87	30.74%		
OTHER SERVICES	4,008.11	10.36%	4,172.92	9.33%	3,978.68	9.16%	4,783.71	5.22%	4,733.80	9.34%	4,718.71	4.87%		
SPECIALTY RETAIL	2,306.37	5.86%	2,347.69	5.23%	2,523.83	5.61%	2,725.06	2.99%	2,845.53	5.55%	2,897.84	2.93%		
COMMERCIAL AND INDUSTRIAL	3,479.03	8.86%	3,890.18	8.92%	4,480.93	10.31%	4,710.68	5.16%	5,034.04	9.61%	5,480.64	5.39%		
WHOLESALE DEALERS	1,962.73	4.30%	1,785.80	3.89%	1,989.04	4.39%	1,905.08	2.09%	1,914.58	3.73%	2,292.65	2.27%		
AVERAGE MONTHLY TAXABLE SALES	75,000.33		80,862.56		85,154.42		91,254.10		94,073.27		101,082.84			

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDE BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA

TOURISM DEVELOPMENT TAX PROCEEDS

Another indication of the seasonal nature of the Monroe County economy is offered by tracking proceeds of the tourism development tax. Appendix 4 provides information on tax proceeds by month for the period 1984 - 1992. Data are presented for total tax proceeds and for each of the five districts in the county. Data are then reported in summary form in Table TDTP1 and Figures TDTP 1-12.

Table TDTP1 shows tax proceeds and the percentage of total by region for selected years from 1984 - 1992. Over this period, total tax proceeds increased from \$1.16 million to almost \$4.4 million. District I generates slightly over one-half of tax revenues. Revenue growth for total proceeds by District are shown in Figures TDTP 1-6. All districts exhibit similar growth patterns over the early part of the period. Total proceeds were level between 1990 and 1991 and proceeds declined in Districts II and IV between 1990 and 1991. In all districts, 1992 tax proceeds were above those for 1991.

The seasonality of the tourism industry is reflected in monthly tax proceeds. Figures TDTP 7 - 12 reflect monthly collections for each district in 1992. Patterns are similar to those for employment and retail sales. The economy peaks in the late winter tourism season and reaches a low point in late summer months.

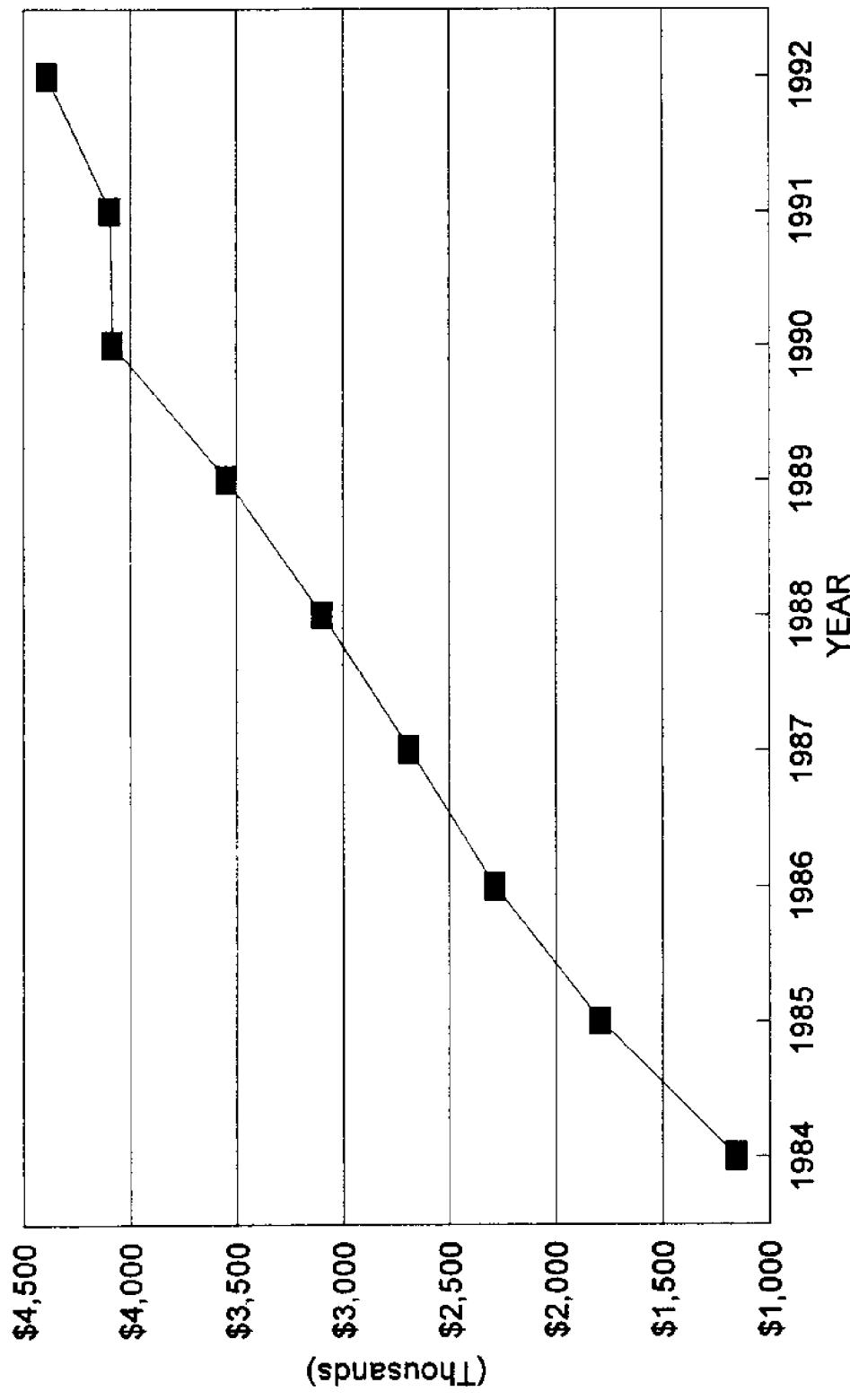
TABLE TDTP1. MONROE COUNTY: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND % OF TOTAL

	1984	% OF TOTAL	1986	% OF TOTAL	1988	% OF TOTAL	1990	% OF TOTAL	1992	% OF TOTAL
TOTAL	1,155,221		2,285,657		3,097,680		4,084,112		4,392,452	
V	116,070	10.0%	376,431	16.5%	471,953	15.2%	611,220	15.0%	774,305	17.6%
IV	112,979	9.8%	252,873	11.1%	317,178	10.2%	571,477	14.0%	586,892	13.4%
III	137,354	11.9%	367,038	16.1%	449,023	14.5%	519,423	12.7%	528,661	12.0%
II	55,206	4.8%	183,854	8.0%	220,910	7.1%	290,311	7.1%	214,450	4.9%
I	733,612	63.5%	1,105,461	48.4%	1,638,616	52.9%	2,091,681	51.2%	2,288,144	52.1%

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

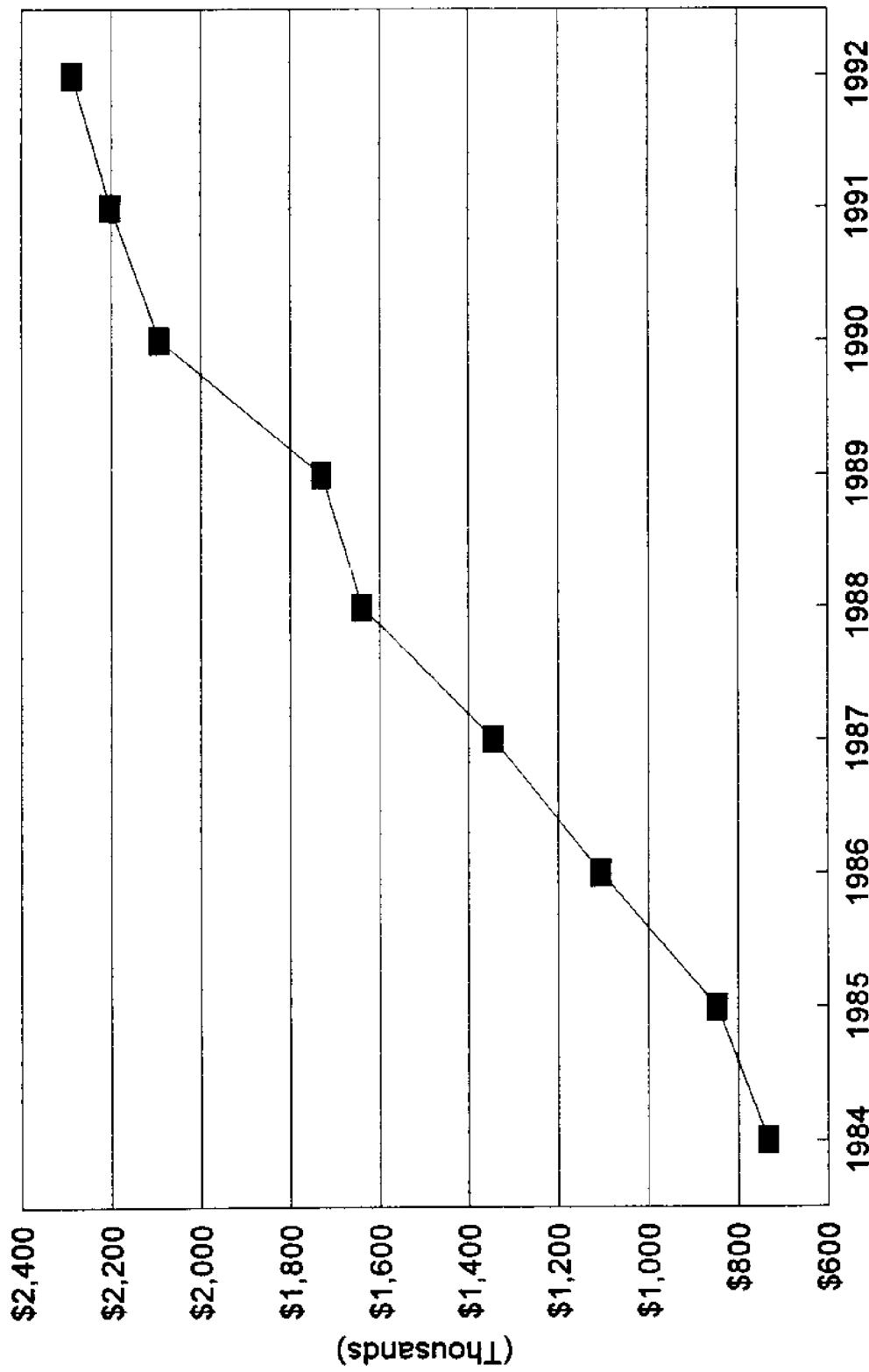
TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL ALL DISTRICTS



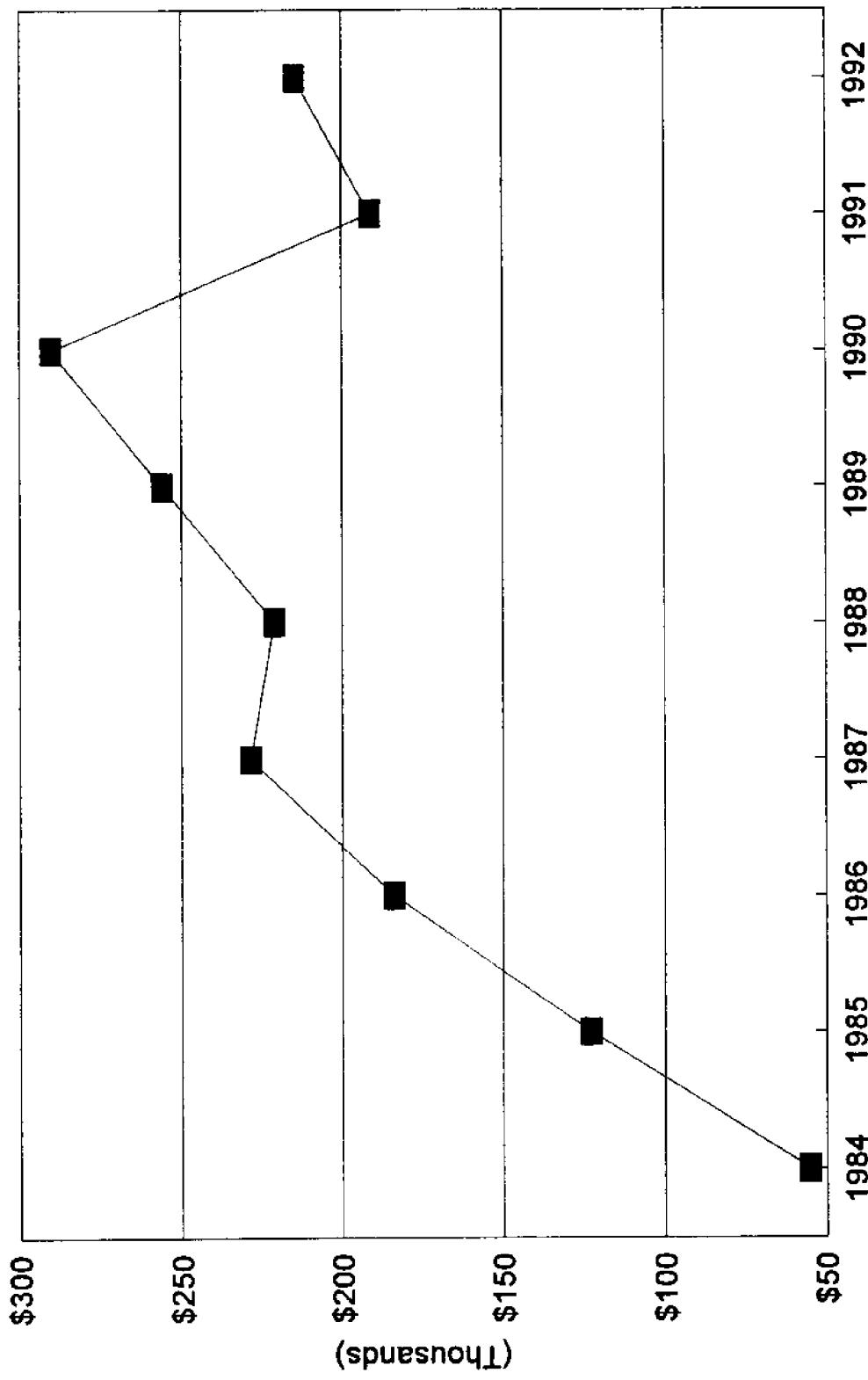
TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL DISTRICT I



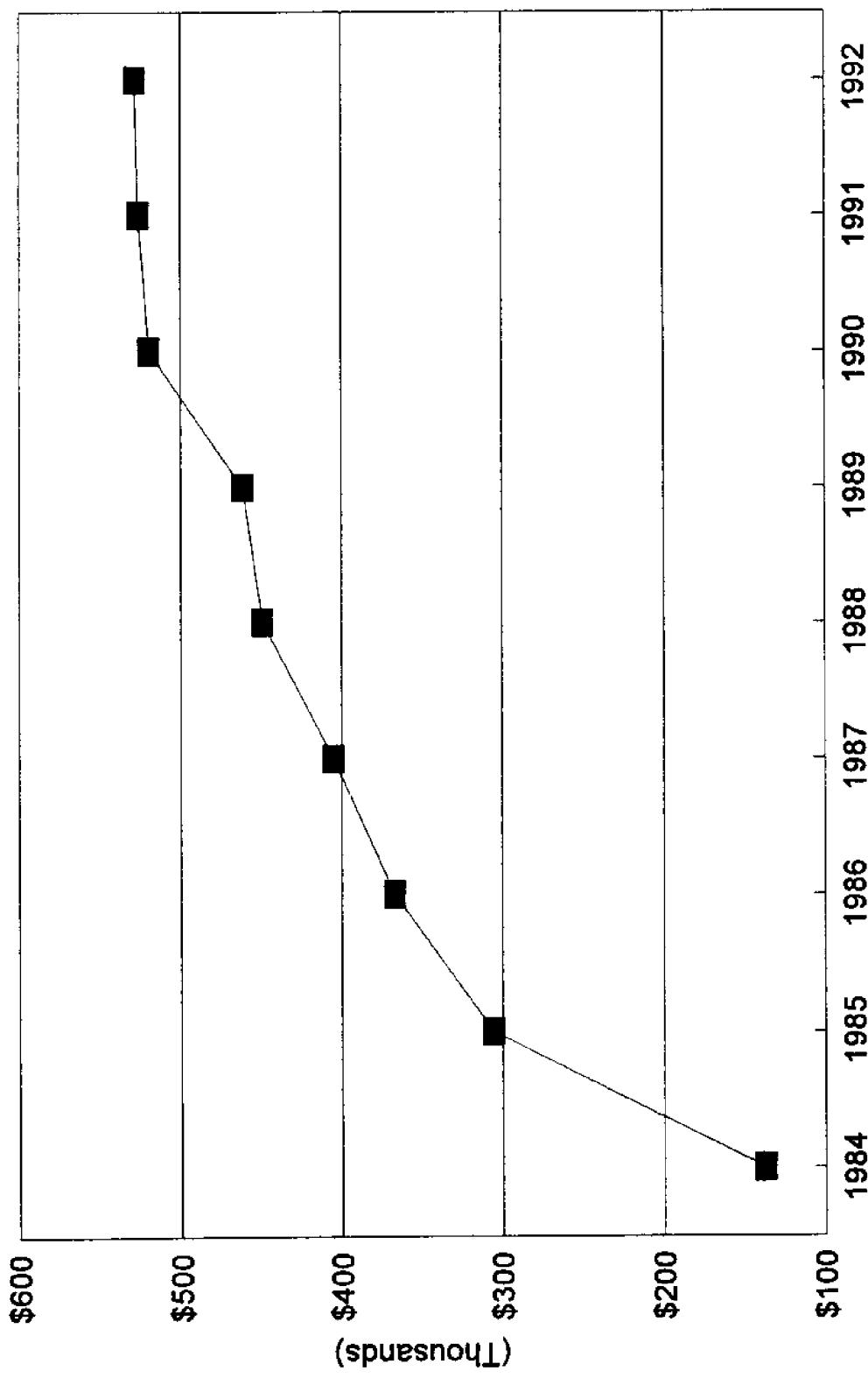
TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL DISTRICT II



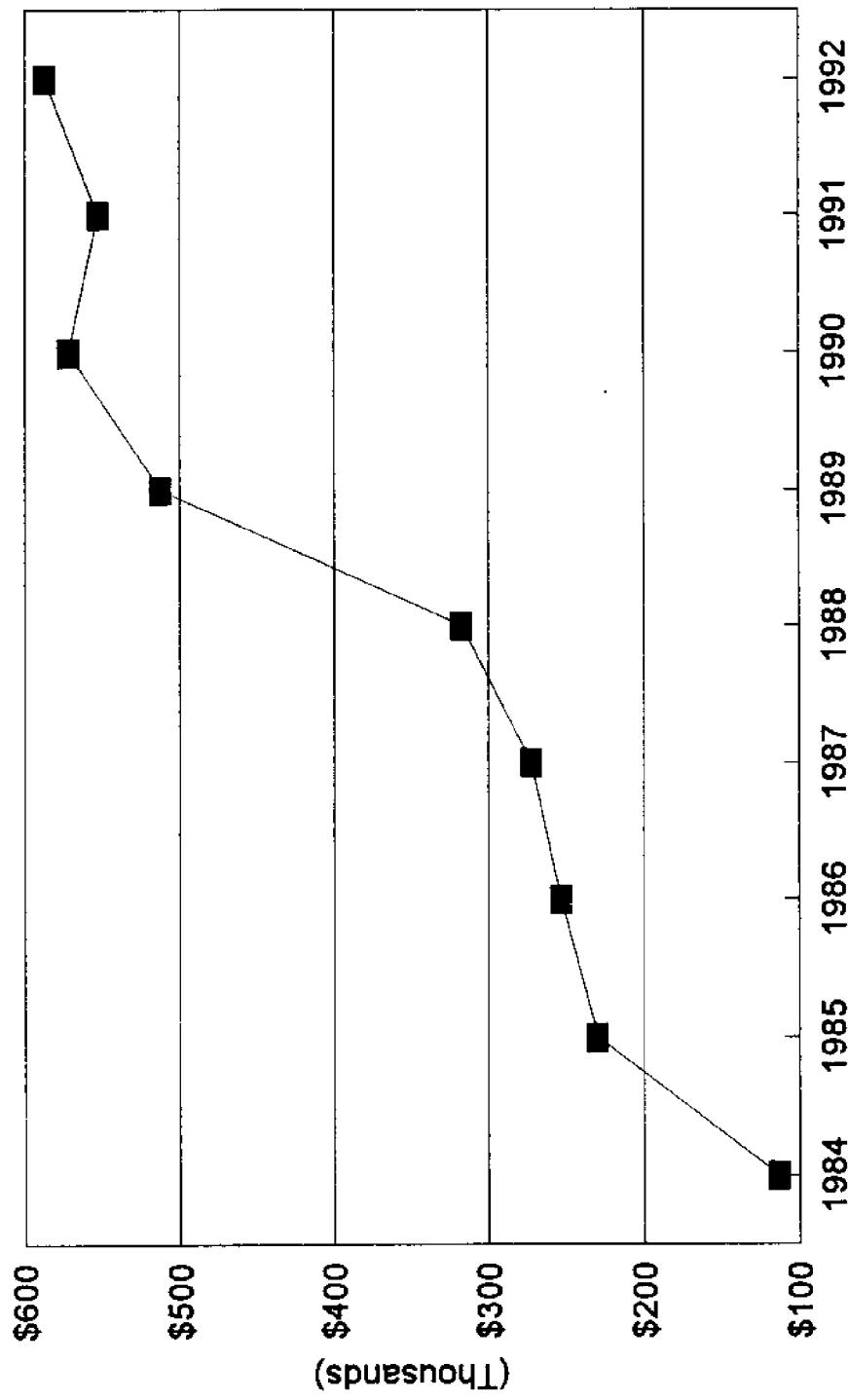
TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL DISTRICT III



TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL DISTRICT IV



TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL DISTRICT V

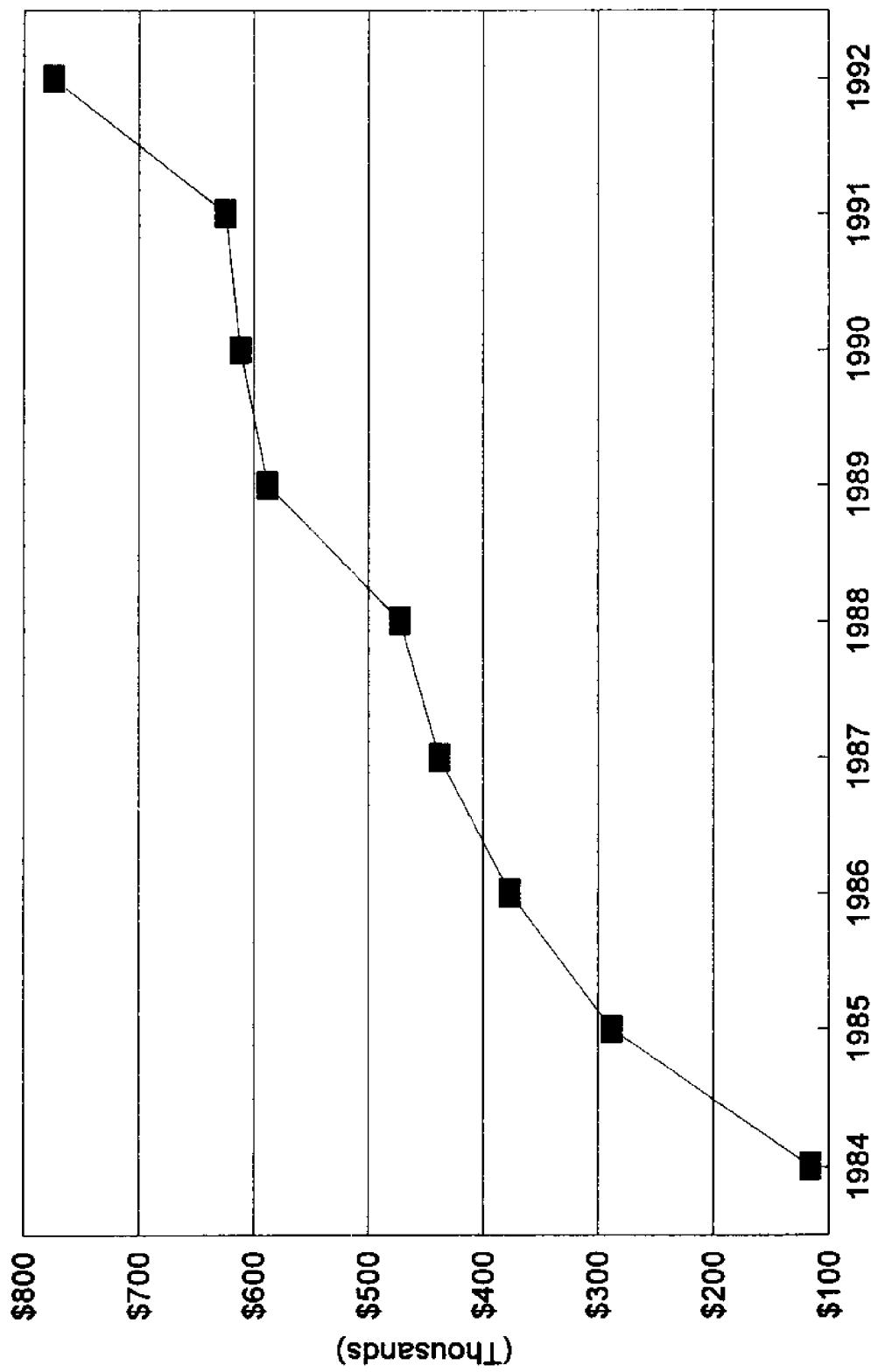
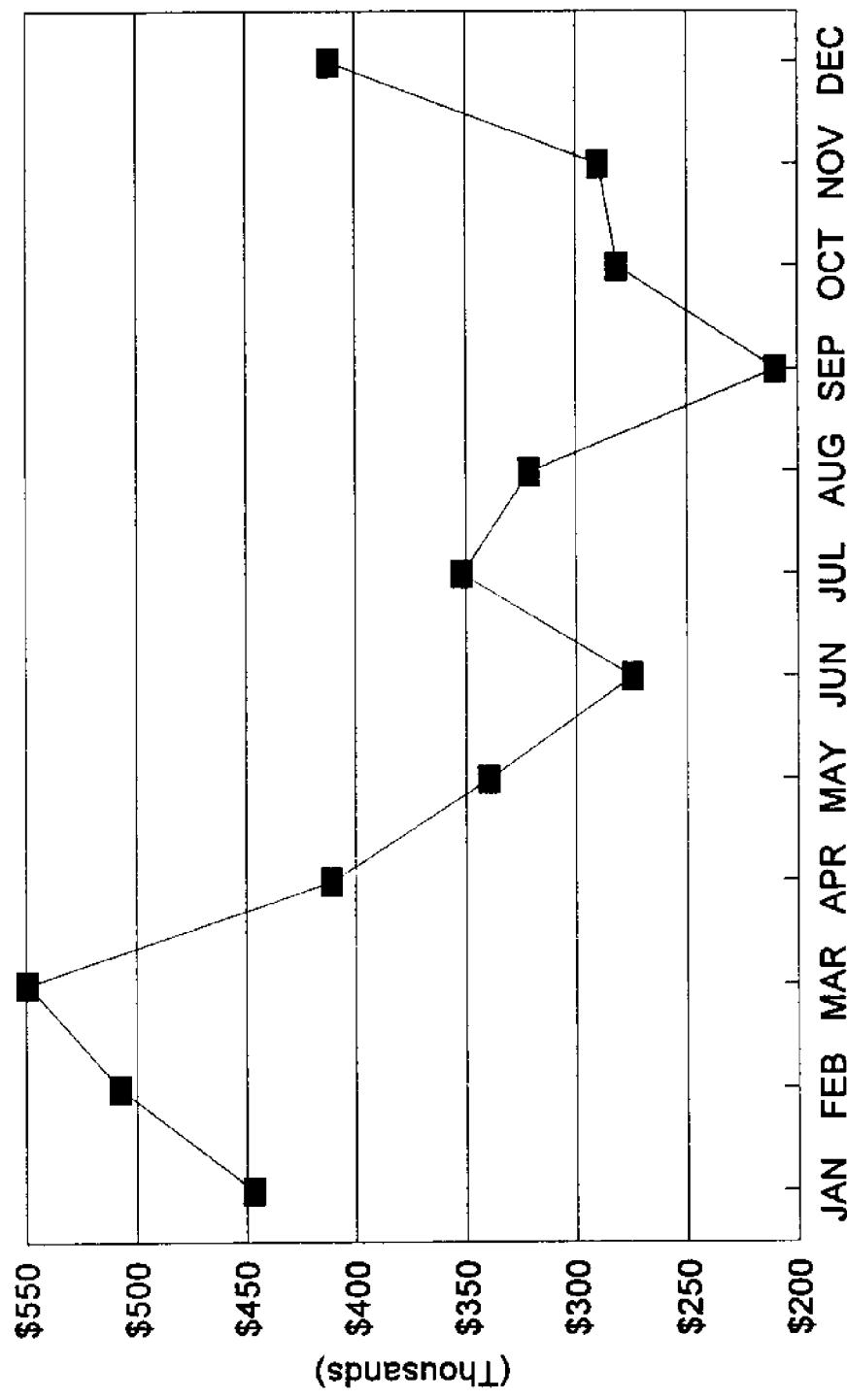


FIGURE TDTP7

1992: TOURIST DEVELOPMENT TAX PROCEEDS

TOTAL ALL DISTRICTS



1992: TOURIST DEVELOPMENT TAX PROCEEDS DISTRICT I

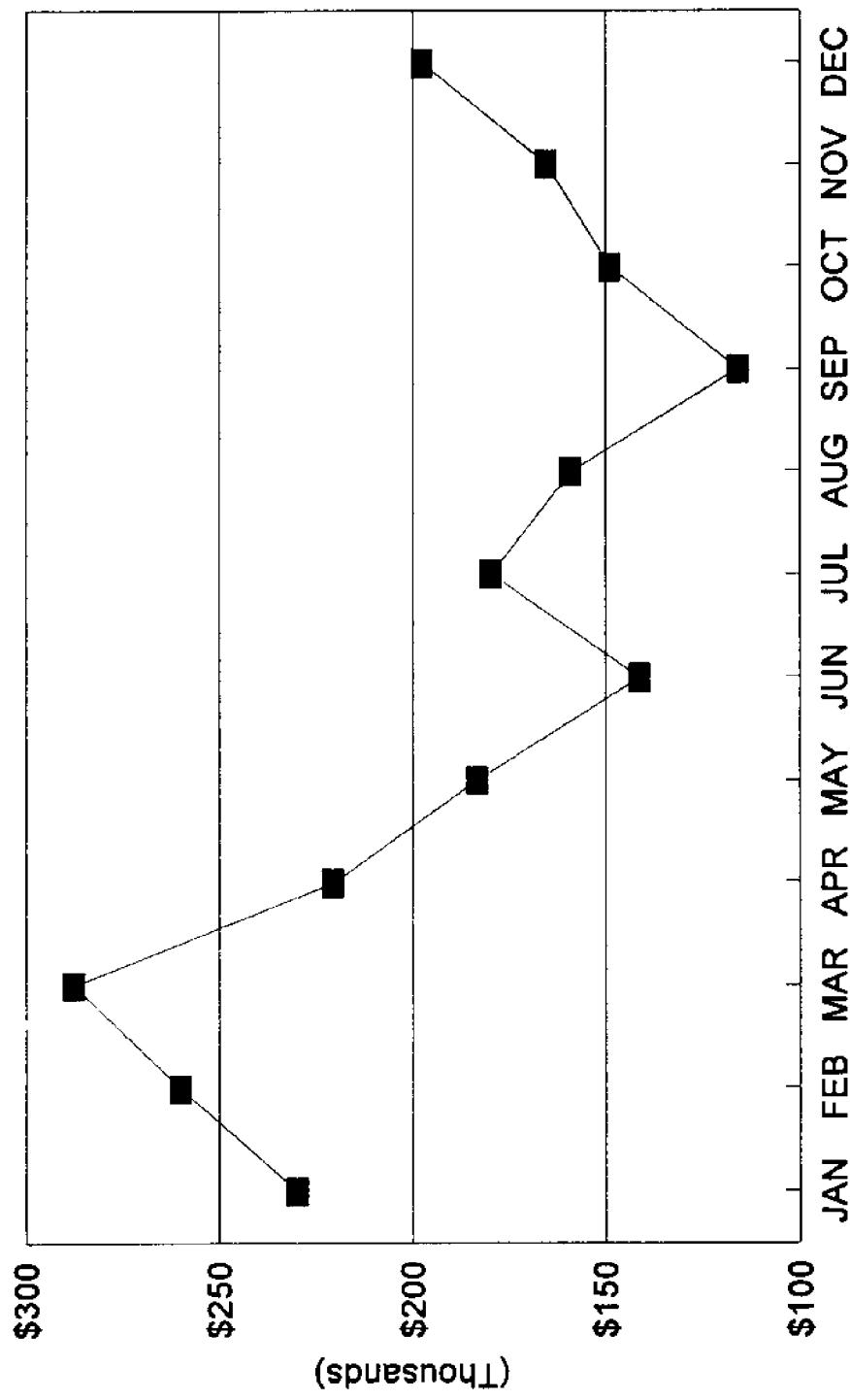


FIGURE TDTP9

1992: TOURIST DEVELOPMENT TAX PROCEEDS DISTRICT II

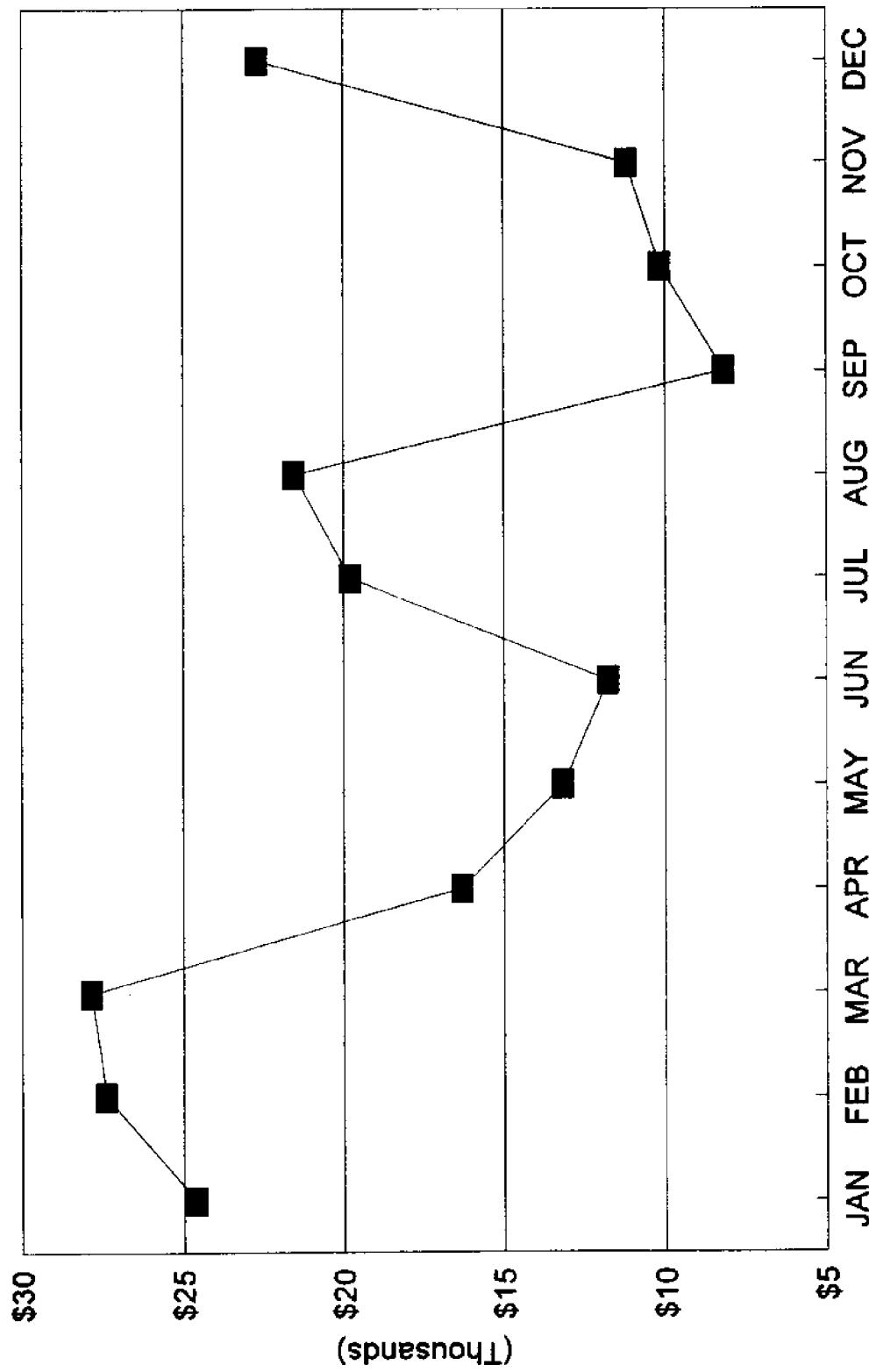


FIGURE TDTP10

1992: TOURIST DEVELOPMENT TAX PROCEEDS

DISTRICT III

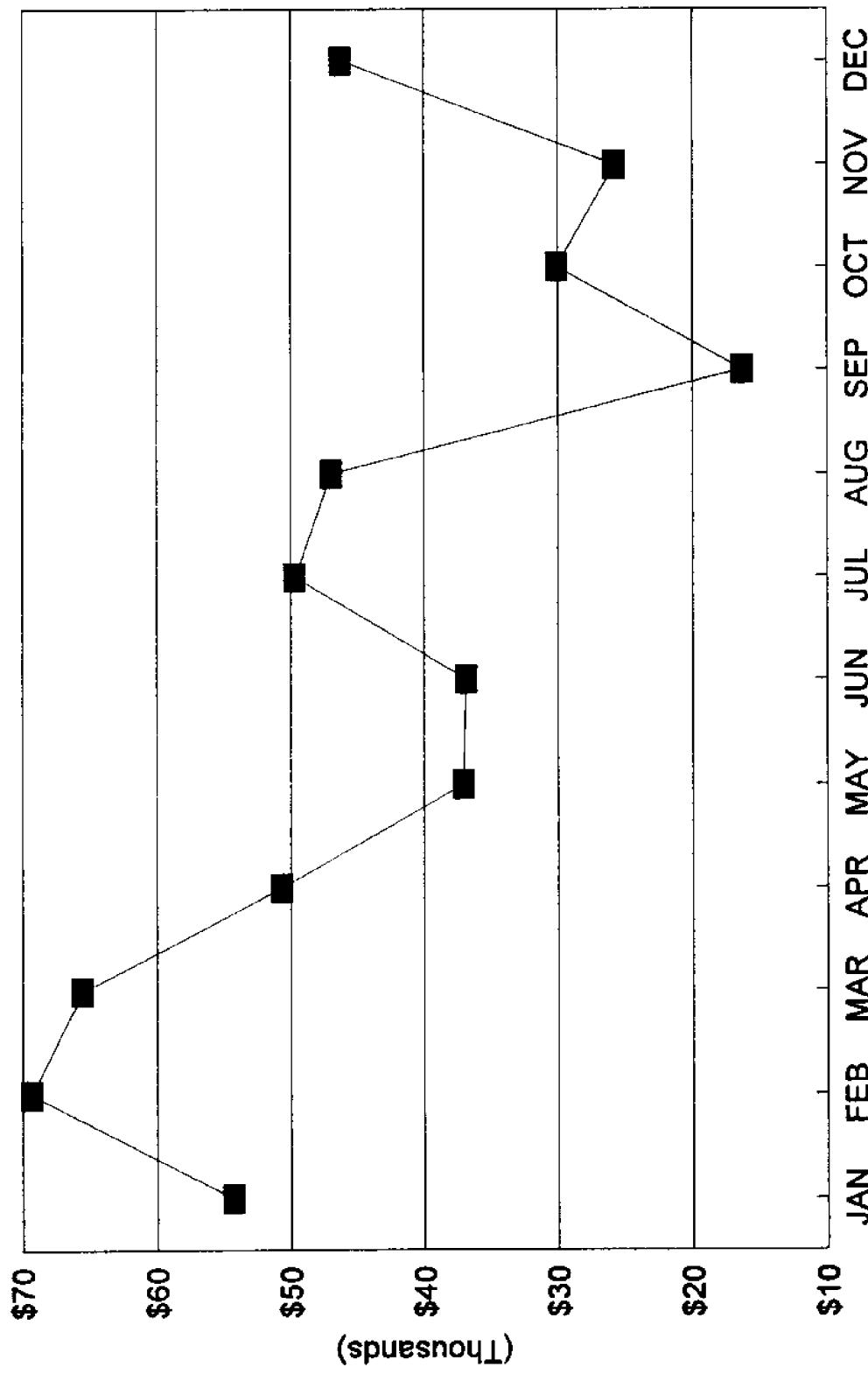
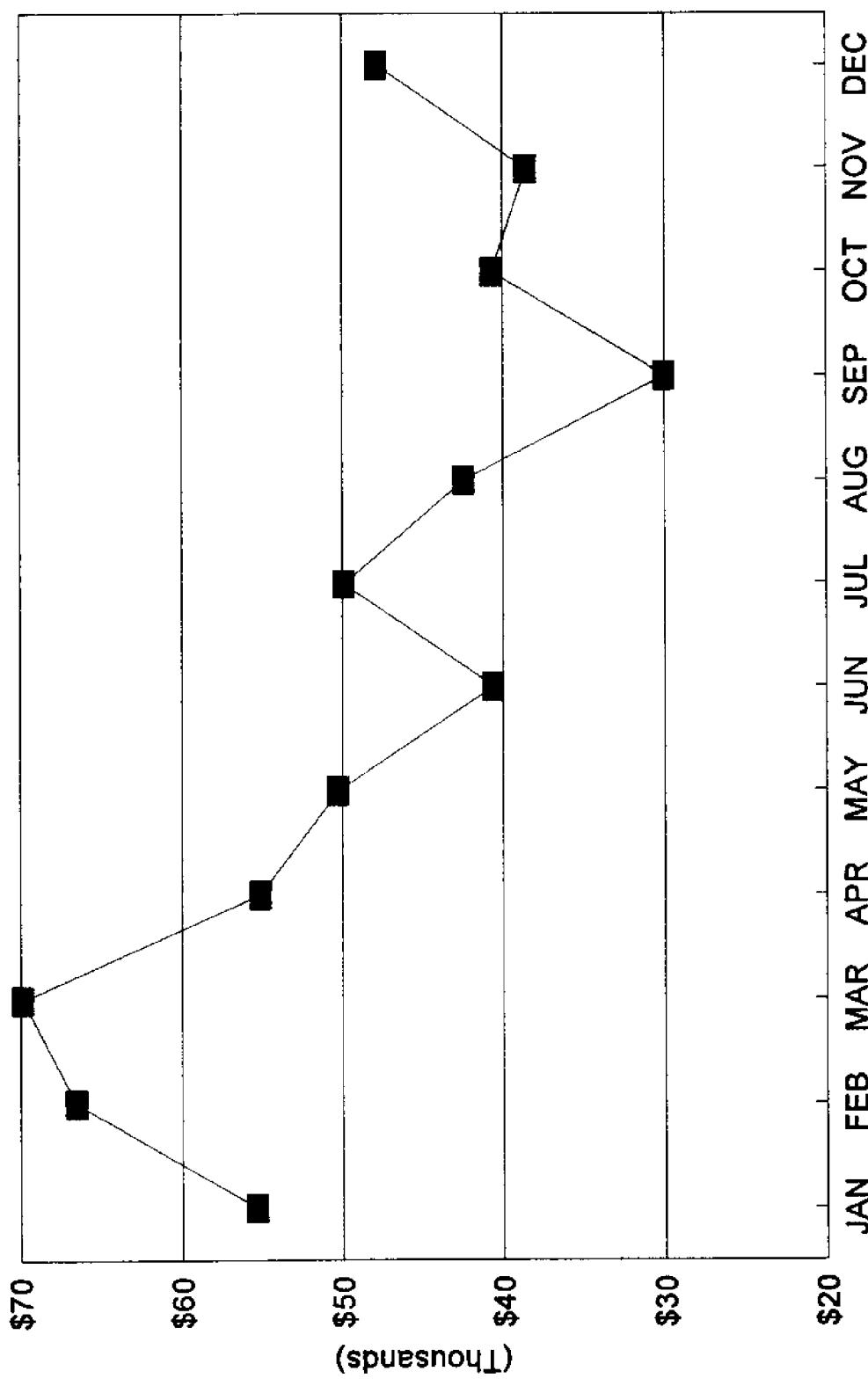
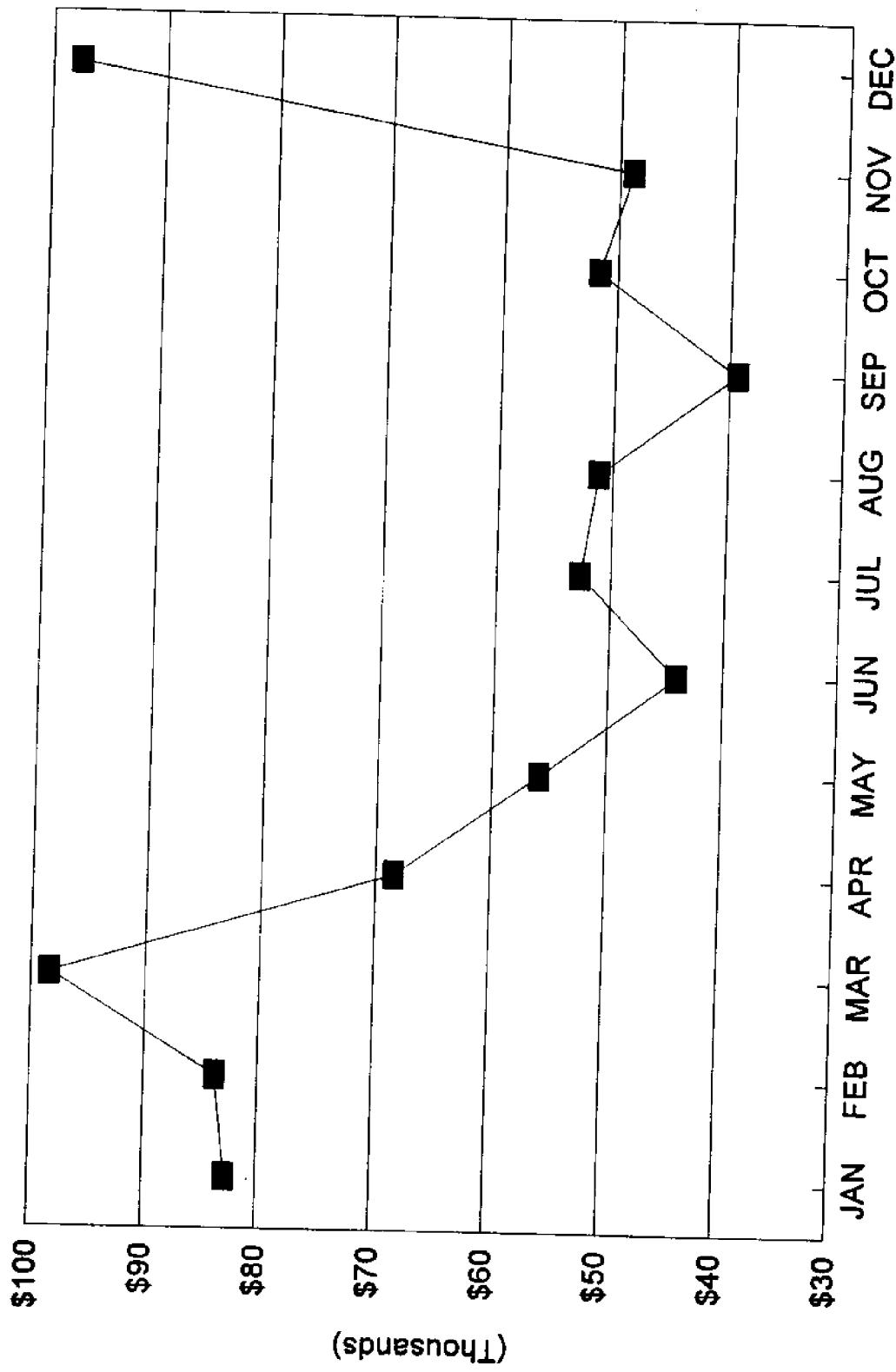


FIGURE TDTP11

1992: TOURIST DEVELOPMENT TAX PROCEEDS DISTRICT IV



1992: TOURIST DEVELOPMENT TAX PROCEEDS DISTRICT V



COMMERCIAL AND RECREATIONAL FISHING

The commercial and recreational fishing industries are vitally important to the Monroe County economy. This section focuses on "indicator" data which are useful in observing trends in these two industries. Unfortunately, not all of the data are available through the 1993-94 period, which would allow a "before and after the storm" assessment (Table CRF1).

The number of retail seafood dealers has declined over the last 7 years. There were 162 retail seafood dealers in Monroe County during 1987. This decreased to 138 in 1993. The number of wholesale seafood dealers has increased during the 1987 to 1993 period. The number of wholesale dealers increased from 68 in 1987 to 103 in 1993. In contrast, the number of licensed commercial fishermen has apparently decreased during the 1989 period. The number of Saltwater Products License holders decreased from 4157 in 1989 to 3052 in 1993. Commercial fishery landings have also exhibited a decreasing trend over the last few years. Commercial landings decreased from 21.8 million pounds in 1987 to 16.3 million pounds in 1991, the last year county- wide data are available. Interestingly, the numbers of registered commercial boats and vessels increased during the 1989 to 1993 period. The number of registered commercial craft increased from 3458 in 1989-90 to 3922 in 1992-93. Registrations for the 1993-94 period are not available.

The number of recreational saltwater fishing licenses sold in Monroe County has been increasing during the 1990 to 1994 period. Resident saltwater licenses increased from 36,961 in 1990-91 (sales during the period June 90 to June 91) to 38,996 in 1992-93. The total number sold for the period June 1993 to March 1994 (the latest data available) represents a 7 percent increase over the same period during 1992-93. The number of nonresident saltwater licenses has shown a similar, but even more dramatic, increasing trend. There were 37,684

nonresident licenses sold during 1990-91. Sales increased to 44,326 during 1992-93. Sales during the June 1993 to March 1994 period represent a 2 percent increase over the same period during the previous year.

Table CRF1: Commercial and Recreational Fisheries Related Data

Commercial Fisheries Landings¹

	1987	1988	1989	1990	1991
All Species (million pounds)	21.8	18.7	18.5	19.7	16.3

Seafood Dealers and Saltwater Products License (SPL) Holders²

	1987	1988	1989	1990	1991*	1992*	1993*
Retail Dealers	162	155	163	155	153	132	138
Wholesale Dealers	68	87	92	83	97	99	103
SPLs	3887	3914	4157	3294	3227	3078	3052

Registered Commercial and Recreational Craft³

	89-90	90-91	91-92	92-93
Commercial Craft	3458	3550	3732	3922
Recreational Craft	15595	15812	16341	16152

Recreational Saltwater Fishing Licenses Sales⁴

	90-91	91-92	92-93	93-94
Resident Licenses	36961	38481	38996	33152
Non-resident Licenses	37684	41997	44326	38938

¹ Florida Department of Environmental Protection, Marine Research Institute unpublished data. Data for 1991 is preliminary.

² Florida Department of Environmental Protection, Marine Research Institute unpublished data.

³ These are fishing year estimates (1Jul-30June), whereas the preceding years are annually adjusted estimates.

³ Florida Department of Environmental Protection, Bureau of Vessel Titling and Registration unpublished data.

⁴ Florida Department of Environmental Protection, Bureau of Licenses, Titles, and Permits unpublished data. Data for 1993-94 is only for the period June 1993 to March 1994.

SUMMARY AND CONCLUSIONS

This report has presented selected data for economic variables in Monroe County, Florida in an effort to increase understanding of the local economy. Together, these data paint a picture of the unique features of Monroe County. Several points are important, but all add up to a seasonal economy dependent on tourism for much of the recreational activity. This conclusion is supported by several features of the data.

The primary consideration is the seasonality evident in the data. Whether examining employment data, sales data, or proceeds from the tourism development tax, seasonal patterns are similar. The Monroe County economy reaches a high point in the winter months of the tourism season and low points occur during the late summer months. Further, when data are examined on a monthly basis for several years, there seems to be no tendency for the seasonal pattern to diminish. Growth has tended only to increase the levels of economic activity and has had little effect on the diversity of the local economy.

The conclusion above is further supported by the concentration of employment within the tourism related components of the local economy. A majority of employment is generated by the retail sales and service sectors of the local area. The concentration is less marked for income generation only because of the predominant role of investment income and transfer payments into the local area.

From an income perspective, Monroe County per capita income exceeds that of the state of Florida and has since the mid -1980's. Again, this perhaps reflects the importance of investment income (dividends, rents and interest) and transfer payments. Population has increased in the county, but population increases have been less than those experienced by the state as a whole. Population projections indicate that this trend is likely to continue.

In summary, Monroe County is growing slower than the state as a whole, economic activity is concentrated in tourism/service related activities, economic activity exhibits a marked seasonality, and most importantly, there seems to be little if any indication of change in past trends and/or seasonality patterns.

APPENDIX 1: INCOME

MONROE COUNTY: TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR

	1970	1975	1980	1985	1990	1991
TOTAL PERSONAL INCOME	190,068	305,281	566,790	944,016	1,572,586	1,607,141
NONFARM PERSONAL INCOME	190,068	305,281	566,790	944,016	1,572,586	1,607,141
FARM INCOME 2/	0	0	0	0	0	0
POPULATION (THOUSANDS) 3/	53	61	64	70	79	79
PER CAPITA PERSONAL INCOME (DOLLARS)	3,817	5,008	8,893	13,518	20,014	20,332
EARNINGS BY PLACE OF WORK	146,400	204,963	338,540	518,315	834,577	853,230
LESS: PERSONAL CONT. FOR SOCIAL INSUR. 4/	6,216	9,008	15,799	28,415	50,031	53,347
PLUS: ADJUSTMENT FOR RESIDENCE	(656)	(1,283)	(3,985)	(4,856)	(16,241)	(17,976)
EQUALS: NET EARN. BY PLACE OF RESIDENCE	139,528	194,571	318,756	485,044	768,306	781,907
PLUS: DIVIDENDS, INTEREST, AND RENT 6/	31,089	59,825	162,099	332,827	626,761	627,849
PLUS: TRANSFER PAYMENTS	19,451	50,985	85,935	126,145	177,520	197,385
WAGES AND SALARIES	123,976	163,041	263,677	414,430	661,575	678,772
OTHER LABOR INCOME	3,417	7,917	18,565	30,006	56,145	59,519
PROPRIETORS' INCOME 7/	19,007	33,905	56,298	73,879	116,857	114,939
FARM	0	0	0	0	0	0
NONFARM	19,007	33,905	56,298	73,879	116,857	114,939
FARM	0	0	0	0	0	0
NONFARM	146,400	204,963	338,540	518,315	834,577	853,230
PRIVATE	70,983	123,870	243,216	363,465	617,293	624,412
AG. SERV., FOR., FISH., AND OTHER 8/	3,962	9,846	13,685	24,940	19,407	20,197
AGRICULTURAL SERVICES	509	798	1,120	1,904	2,576	2,856
FORESTRY, FISHERIES, AND OTHER 8/	3,453	9,048	12,565	23,036	16,831	17,341
FORESTRY	(L)	(L)	(L)	(L)	(L)	(L)
FISHERIES	3,437	9,017	12,548	22,975	16,722	17,245
OTHER 8/	0	0	0	0	0	0
MINING	1,065	753	3,321	3,181	316	701
COAL MINING	0	(L)	(L)	(L)	(L)	(L)
OIL AND GAS EXTRACTION	108	751	3,318	(D)	(D)	(D)
METAL MINING	0	0	0	(D)	(D)	(D)
NONMETALLIC MINERALS, EXCEPT FUELS	946	0	0	(D)	(D)	(D)
CONSTRUCTION	8,272	11,870	27,283	42,563	57,655	50,469
GENERAL BUILDING CONTRACTORS	3,812	4,651	8,819	20,525	26,372	23,452
HEAVY CONSTRUCTION CONTRACTORS	1,164	595	7,902	6,215	4,888	4,394
HEAVY CONSTRUCTION CONTRACTORS	3,286	6,624	10,562	15,823	26,395	22,623
SPECIAL TRADE CONTRACTORS	2,846	5,994	9,476	11,443	12,456	10,380
MANUFACTURING	1,984	3,009	6,637	4,357	6,629	6,362
NONDURABLE GOODS	1,012	1,068	2,863	946	940	976
FOOD AND KINDRED PRODUCTS	373	838	940	(D)	(D)	(D)
TEXTILE MILL PRODUCTS	(D)	(D)	(D)	343	974	1,001
APPAREL AND OTHER TEXTILE PRODUCTS	(D)	0	0	0	0	0
PAPER AND ALLIED PRODUCTS	442	588	(D)	1,208	2,145	3,658
PRINTING AND PUBLISHING	(D)	(D)	(D)	(D)	(D)	3,708
CHEMICALS AND ALLIED PRODUCTS	(D)	0	(D)	(D)	(D)	0
PETROLEUM AND COAL PRODUCTS	(D)	(D)	(D)	(D)	(D)	0
TOBACCO MANUFACTURES	(D)	(D)	(D)	(D)	(D)	0
RUBBER AND MISC. PLASTICS PRODUCTS	(D)	(L)	(D)	(D)	(D)	377
LEATHER AND LEATHER PRODUCTS	(L)	(L)	341	440	445	4,018
DURABLE GOODS	864	2,986	2,841	7,086	5,827	4,018

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

MONROE COUNTY: TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR

	1970	1975	1980	1985	1990	1991
LUMBER AND WOOD PRODUCTS (L)	132	143	83	865	513	313
FURNITURE AND FIXTURES	0	(D)	0	0	0	0
PRIMARY METAL INDUSTRIES	(D)	(D)	(D)	(D)	(D)	0
FABRICATED METAL PRODUCTS	(D)	(D)	(D)	(D)	(D)	0
MACHINERY, EXCEPT ELECTRICAL	(D)	(D)	(D)	(D)	(D)	362
ELECTRIC AND ELECTRONIC EQUIPMENT	(D)	(D)	(D)	(D)	(D)	0
TRANS. EQUIP. EXCL. MOTOR VEHICLES	360	398	1,445	1,548	1,761	1,268
MOTOR VEHICLES AND EQUIPMENT	0	0	0	1,935	0	0
ORDNANCE ^{9f}	0	(NA)	(NA)	(NA)	(NA)	0
STONE, CLAY, AND GLASS PRODUCTS	(D)	(D)	0	0	0	0
INSTRUMENTS AND RELATED PRODUCTS	0	(L)	0	0	0	0
MISC. MANUFACTURING INDUSTRIES	0	(NA)	(D)	(D)	(D)	0
TRANSPORTATION AND PUBLIC UTILITIES	5,030	8,501	16,317	25,774	44,852	43,698
RAILROAD TRANSPORTATION	72	85	118	191	144	185
TRUCKING AND WAREHOUSING	1,103	1,380	3,017	4,984	7,527	7,715
WATER TRANSPORTATION	529	1,201	2,734	4,121	9,204	9,043
OTHER TRANSPORTATION	(D)	(D)	(D)	5,304	14,147	11,629
LOCAL & INTERURBAN PASSENGER TRANSIT	99	132	617	2,224	4,638	4,708
TRANSPORTATION BY AIR	94	627	900	1,897	3,912	4,251
Pipelines, except natural gas	0	0	0	(D)	(D)	(D)
TRANSPORTATION SERVICES	(D)	(D)	(D)	(D)	(D)	(D)
COMMUNICATION	2,437	3,672	7,138	7,789	7,973	8,212
ELECTRIC, GAS, AND SANITARY SERVICES	(D)	(D)	(D)	3,385	5,857	6,914
WHOLESALE TRADE	2,863	6,011	9,188	12,635	18,756	20,671
RETAIL TRADE	19,039	31,629	59,538	92,250	151,312	159,093
BUILDING MATERIALS AND GARDEN EQUIPMENT	985	1,900	4,240	6,004	7,615	9,080
GENERAL MERCHANDISE STORES	2,696	1,820	4,973	6,070	7,931	7,486
FOOD STORES	2,770	4,509	10,238	13,875	22,906	24,110
AUTOMOTIVE DEALERS & SERVICE STATIONS	3,685	6,114	8,390	12,277	14,717	14,902
APPAREL AND ACCESSORY STORES	734	927	2,002	3,288	6,429	6,539
HOME FURNITURE AND FURNISHINGS STORES	612	1,207	2,245	2,595	4,671	4,411
EATING AND DRINKING PLACES	5,822	9,182	19,264	31,744	60,410	64,419
MISCELLANEOUS RETAIL	1,955	5,970	8,186	16,397	26,633	28,146
FINANCE, INSURANCE, AND REAL ESTATE	4,756	7,565	16,675	12,468	23,752	11,467
DEPOSITORY & NON-DEP. CREDIT INSTITUTIONS	1,714	3,201	6,521	11,525	18,035	14,975
OTHER FINANCE, INSUR. & REAL ESTATE	3,042	4,354	12,154	943	5,717	(3,508)
SECURITY & COMMODITY BROKERS & SERV.	(D)	(D)	(D)	1,016	(D)	3,541
INSURANCE CARRIERS	502	585	1,252	773	(D)	1,054
INSURANCE AGENTS, BROKERS, & SERVICES	523	969	1,825	3,568	8,053	8,317
REAL ESTATE	1,986	2,643	8,902	(6,976)	(519)	(7,302)
COMBINED REAL ESTATE, INSURANCE, ETC. ^{10f}	0	0	0	0	(NA)	(NA)
HOLDING & OTHER INVESTMENT COMPANIES	(D)	(D)	(D)	2,584	(5,852)	(8,118)
SERVICES	23,058	41,711	85,731	138,211	288,787	307,736
HOTELS AND OTHER LODGING PLACES	8,474	13,526	32,375	46,170	100,930	99,195
PERSONAL SERVICES	1,121	1,318	2,328	3,983	5,306	6,078
PRIVATE HOUSEHOLDS	1,500	3,076	5,472	7,119	9,923	9,794
BUSINESS SERVICES	1,277	2,773	5,624	11,458	17,965	20,198

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

MONROE COUNTY: TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR

	1970	1975	1980	1985	1990	1991
AUTO REPAIR, SERVICES, AND GARAGES	648	1,247	1,751	2,698	3,887	4,078
MISCELLANEOUS REPAIR SERVICES	509	787	1,261	1,845	2,782	2,908
AMUSEMENT AND RECREATION SERVICES	1,812	2,575	4,926	6,478	13,427	13,470
MOTION PICTURES	(D)	(D)	(D)	(D)	1,016	976
HEALTH SERVICES	4,060	9,142	14,944	23,037	47,888	58,008
LEGAL SERVICES	665	1,089	3,255	5,386	9,690	9,724
EDUCATIONAL SERVICES	383	462	653	1,622	2,682	3,750
SOCIAL SERVICES 11/	(NA)	389	400	1,171	2,448	3,038
MUSEUMS, BOTANICAL, ZOOLOGICAL GARDENS	(D)	(D)	(D)	(D)	895	1,532
MEMBERSHIP ORGANIZATIONS	828	834	2,955	6,216	12,285	13,382
ENGINEERING AND MANAGEMENT SERVICES 12/	(NA)	(NA)	(NA)	(NA)	49,744	54,826
MISCELLANEOUS SERVICES	1,595	4,293	9,491	20,588	7,951	8,779
GOVERNMENT AND GOVERNMENT ENTERPRISES	75,417	80,983	95,324	154,850	217,284	228,818
FEDERAL, CIVILIAN	14,861	17,105	18,420	28,428	39,200	40,623
MILITARY	47,422	36,322	33,501	57,984	72,777	79,924
STATE AND LOCAL	13,134	27,586	43,403	68,428	105,307	108,271

TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR AND PERCENT OF TPI

	FLORIDA	% OF TPI	1970	1975	% OF TPI	1980	% OF TPI	1985	% OF TPI	1990	% OF TPI	1991	% OF TPI	
TOTAL PERSONAL INCOME (TPI)	27,000,258		49,687,823		96,780,333		160,044,333		242,702,710		251,889,506			
NONFARM PERSONAL INCOME	26,429,782		48,646,979		95,014,673		158,069,854		240,358,970		249,054,218			
FARM INCOME 2/	570,476		1,040,844		1,765,660		1,974,479		2,343,740		2,805,288			
POPULATION (THOUSANDS) 3/	6,845		8,542		9,841		11,352		13,045		13,267			
PER CAPITA PERSONAL INCOME (DOLLARS)	3,944		5,817		9,935		14,098		18,606		18,985			
EARNINGS BY PLACE OF WORK	19,341,055		33,256,642		61,429,415		98,500,350		148,219,033		152,978,591			
LESS: PERSONAL CONT. FOR SOCIAL INSUR. 4/	875,111		3,24%		1,509,601		3,04%		2,915,872		3,47%			
PLUS: ADJUSTMENT FOR RESIDENCE	(18,894)		-0.07%		(10,808)		-0.02%		8,819		0.01%			
EQUALS: NET EARN. BY PLACE OF RESIDENCE	18,446,950		31,738,233		58,522,362		92,879,455		139,008,343		143,221,798			
PLUS: DIVIDENDS, INTEREST, AND RENT 6/	5,385,477		19,95%		9,554,268		19,23%		22,342,527		25,73%			
PLUS: TRANSFER PAYMENTS	3,167,831		11,73%		8,397,322		16,90%		15,915,344		16,44%			
FARM	570,476		2,11%		1,040,844		2.09%		1,765,660		1.82%			
NONFARM	18,770,579		69,52%		32,215,798		64,84%		59,663,755		61,65%			
PRIVATE	15,159,120		56,14%		25,772,274		51,87%		49,803,442		51,46%			
AG. SERV., FOR., FISH., AND OTHER 8/	184,505		0.68%		355,519		0.72%		594,151		0.61%			
MINING	91,017		0.34%		236,973		0.49%		637,968		0.66%			
CONSTRUCTION	1,815,934		6,73%		2,700,155		5,43%		5,138,251		5,31%			
MANUFACTURING	2,630,675		9,74%		3,926,818		7,90%		7,876,840		8,14%			
TRANSPORTATION AND PUBLIC UTILITIES	1,516,979		5,62%		2,713,711		5,46%		5,072,762		5,24%			
WHOLESALE TRADE	1,190,988		4,41%		2,183,388		4,39%		4,101,763		4,24%			
RETAIL TRADE	2,627,598		9,73%		4,437,713		8,93%		7,970,446		8,24%			
FINANCE, INSURANCE, AND REAL ESTATE	1,358,814		5,03%		2,284,480		4,60%		4,586,196		4,77%			
SERVICES	3,742,550		13,86%		6,933,517		13,95%		13,825,065		14,28%			
GOVERNMENT AND GOVERNMENT ENTERPRISES	3,611,459		13,38%		6,443,524		12,97%		9,860,313		10,19%			
									15,770,647		9,85%			
										24,960,744		10,28%		
											26,631,105		10,57%	

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR AND PERCENT OF TPI

	MONROE	% OF			% OF			% OF			% OF			% OF	
	1970	TOTAL	1975	TOTAL	1980	TOTAL	1985	TOTAL	1990	TOTAL	1991	TOTAL	1991	TOTAL	
TOTAL PERSONAL INCOME (TPI)	190,068		305,281		566,790		944,016		1,572,598		1,607,141		1,607,141		
NONFARM PERSONAL INCOME	190,068		305,281		566,790		944,016		1,572,598		1,607,141		1,607,141		
FARM INCOME 2/	0		0		0		0		0		0		0		
POPULATION (THOUSANDS) 3/	53		61		64		70		79		79		79		
PER CAPITA PERSONAL INCOME (DOLLARS)	3,617		5,008		8,893		13,516		20,014		20,332		20,332		
EARININGS BY PLACE OF WORK	146,400		204,883		338,540		518,315		834,577		853,230		853,230		
LESS: PERSONAL CONT. FOR SOCIAL INSUR. 4/	6,216	3.27%	9,009	2.95%	15,799	2.79%	28,415	3.0%	50,031	3.18%	53,347	3.32%	53,347	3.32%	
PLUS: ADJUSTMENT FOR RESIDENCE	(556)	-0.35%	(1,283)	-0.42%	(3,985)	-0.70%	(4,856)	-0.5%	(16,241)	-1.03%	(17,976)	-1.12%	(17,976)	-1.12%	
EQUALS: NET EARN. BY PLACE OF RESIDENCE	139,528		194,571		318,756		485,044		768,305		781,907		781,907		
PLUS: DIVIDENDS, INTEREST, AND RENT 6/	31,089	16.36%	59,825	19.60%	162,099	26.60%	332,827	35.26%	626,761	39.86%	627,849	39.07%	627,849	39.07%	
PLUS: TRANSFER PAYMENTS	19,451	10.23%	50,885	16.67%	85,935	15.16%	126,145	13.36%	177,520	11.29%	197,385	12.28%	197,385	12.28%	
FARM	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
NONFARM	146,400		204,883		338,540		518,315		834,577		853,230		853,230		
PRIVATE	70,983		123,870		243,216		363,465		517,293		39,25%		624,412		
AG. SERV., FOR., FISH., AND OTHER 8/	3,962	2.08%	9,846	3.23%	13,685	2.41%	24,940	2.64%	19,407	1.23%	20,197	1.26%	20,197	1.26%	
MINING	1,055	0.56%	753	0.25%	3,321	0.59%	3,181	0.34%	316	0.02%	701	0.04%	701	0.04%	
CONSTRUCTION	8,272	4.35%	11,870	3.89%	27,283	4.81%	42,563	4.51%	57,655	3.67%	50,469	3.14%	50,469	3.14%	
MANUFACTURING	2,848	1.50%	5,994	1.96%	9,476	1.67%	11,443	1.21%	12,456	0.79%	10,380	0.65%	10,380	0.65%	
TRANSPORTATION AND PUBLIC UTILITIES	5,030	2.65%	8,501	2.78%	16,317	2.88%	25,774	2.73%	44,852	2.65%	43,898	2.72%	43,898	2.72%	
WHOLESALE TRADE	2,963	1.56%	6,011	1.97%	9,188	1.62%	12,635	1.34%	18,756	1.19%	20,671	1.29%	20,671	1.29%	
RETAIL TRADE	19,039	10.02%	31,629	10.36%	59,538	10.50%	92,250	9.77%	151,312	9.62%	159,093	9.90%	159,093	9.90%	
FINANCE, INSURANCE, AND REAL ESTATE	4,756	2.50%	7,555	2.47%	18,675	3.29%	12,468	1.32%	23,752	1.51%	11,467	0.71%	11,467	0.71%	
SERVICES	23,058	12.13%	41,711	13.66%	85,731	15.13%	138,211	14.64%	268,787	18.36%	307,736	19.15%	307,736	19.15%	
GOVERNMENT AND GOVERNMENT ENTERPRISES	75,417	39.68%	80,993	26.53%	95,324	16.82%	154,850	16.40%	217,284	13.82%	228,818	14.24%	228,818	14.24%	

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

FLORIDA: TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR

	1970	1975	1980	1985	1990	1991
TOTAL PERSONAL INCOME	27,000,258	49,987,823	96,780,333	160,044,333	242,702,710	251,869,506
NONFARM PERSONAL INCOME	26,429,762	48,646,979	95,014,673	158,069,654	240,356,970	249,064,218
FARM INCOME ^{2/}	570,476	1,040,844	1,765,660	1,974,479	2,343,740	2,805,288
POPULATION (THOUSANDS) ^{3/}	6,845	8,542	9,841	11,352	13,045	13,287
PER CAPITA PERSONAL INCOME (DOLLARS)	3,944	5,817	9,835	14,098	18,606	18,985
EARINGS BY PLACE OF WORK	19,341,055	33,256,842	61,429,415	98,500,350	148,219,033	152,978,581
LESS: PERSONAL CONT. FOR SOCIAL INSUR. ^{4/}	875,111	1,509,601	2,915,872	5,556,443	9,026,428	9,620,385
PLUS: ADJUSTMENT FOR RESIDENCE	(18,994)	(10,906)	8,819	(64,452)	(184,262)	(136,408)
EQUALS: NET EARN. BY PLACE OF RESIDENCE	18,446,950	31,736,233	58,522,362	92,879,455	139,006,343	143,221,788
PLUS: DIVIDENDS, INTEREST, AND RENT ^{6/}	5,385,477	9,554,268	22,342,627	41,173,787	64,773,028	65,076,523
PLUS: TRANSFER PAYMENTS	3,167,831	8,397,322	15,915,344	25,991,091	38,921,339	43,569,185
WAGES AND SALARIES	16,107,111	27,107,563	49,470,947	61,489,446	122,267,986	125,732,901
OTHER LABOR INCOME	852,298	2,022,878	4,530,417	7,280,311	11,605,685	12,404,886
PROPRIETORS' INCOME ^{7/}	2,381,846	4,126,200	7,428,051	9,720,583	14,345,382	14,840,804
FARM	371,245	786,232	1,283,677	1,380,680	1,581,277	2,054,478
NONFARM	2,010,400	3,337,988	6,144,374	8,339,913	12,764,085	12,786,326
FARM	570,476	1,040,844	1,785,660	1,974,479	2,343,740	2,805,288
NONFARM	18,770,579	32,215,756	59,663,755	96,525,671	145,875,293	150,173,303
PRIVATE	15,591,120	25,772,274	49,803,442	80,755,224	120,914,549	123,542,198
AG. SERV., FOR., FISH., AND OTHER &	184,505	355,519	594,151	949,084	1,407,262	1,503,218
AGRICULTURAL SERVICES	160,337	314,099	527,546	820,975	1,291,595	1,386,201
FORESTRY, FISHERIES, AND OTHER &	24,168	41,420	66,605	128,109	115,667	117,017
FORESTRY	3,201	6,235	12,948	20,022	32,540	32,485
FISHERIES	20,652	34,847	52,744	106,501	80,868	82,275
OTHER &	315	538	913	1,586	2,259	2,277
MINING	91,017	236,973	637,968	545,954	280,517	307,941
COAL MINING	293	2,812	10,447	8,901	(D)	(D)
OIL AND GAS EXTRACTION	28,836	131,547	417,616	280,862	(D)	(D)
METAL MINING	2,843	7,476	10,925	14,862	(D)	(D)
NONMETALLIC MINERALS, EXCEPT FUELS	59,045	95,138	198,980	231,329	255,773	246,160
CONSTRUCTION	1,815,984	2,700,155	5,138,251	8,005,685	9,843,671	8,851,530
GENERAL BUILDING CONTRACTORS	540,389	772,504	1,551,730	2,466,174	2,619,030	2,300,826
HEAVY CONSTRUCTION CONTRACTORS	298,568	505,025	854,023	1,118,342	1,311,123	1,182,562
SPECIAL TRADE CONTRACTORS	977,037	1,422,626	2,732,498	4,421,189	5,913,518	5,368,142
MANUFACTURING	2,630,675	3,926,818	7,876,840	12,116,297	15,5,886	15,658,625
NONDURABLE GOODS	1,116,429	1,793,841	3,113,974	4,326,355	5,792,979	5,946,210
FOOD AND KINDRED PRODUCTS	336,222	535,820	817,712	1,050,825	1,388,894	1,853,264
TEXTILE MILL PRODUCTS	15,600	30,147	40,943	33,922	81,351	106,184
APPAREL AND OTHER TEXTILE PRODUCTS	112,611	186,154	314,601	370,598	513,077	534,978
PAPER AND ALLIED PRODUCTS	170,164	222,006	352,277	464,861	514,088	521,888
PRINTING AND PUBLISHING	195,405	332,523	688,120	1,214,164	1,817,960	1,817,960
CHEMICALS AND ALLIED PRODUCTS	188,334	329,283	589,166	772,266	883,568	903,154
PETROLEUM AND COAL PRODUCTS	11,241	18,504	45,018	55,597	58,417	58,881
TOBACCO MANUFACTURES	25,180	25,099	27,242	31,512	34,453	27,227
RUBBER AND MISC. PLASTICS PRODUCTS	41,199	89,834	222,534	307,255	508,367	512,625
LEATHER AND LEATHER PRODUCTS	20,473	24,472	36,361	35,455	42,803	41,534
DURABLE GOODS	1,514,246	2,132,977	4,762,886	7,789,942	9,722,907	9,710,415
LUMBER AND WOOD PRODUCTS	96,636	166,411	358,773	500,609	554,336	504,878
FURNITURE AND FIXTURES	64,461	70,828	141,403	238,218	301,424	284,338
PRIMARY METAL INDUSTRIES	26,958	41,847	91,726	130,723	177,048	177,476

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

FLORIDA: TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR

	1970	1975	1980	1985	1990	1991
FABRICATED METAL PRODUCTS	184,619	309,516	609,053	788,443	900,115	875,879
MACHINERY, EXCEPT ELECTRICAL	175,103	265,907	709,241	1,291,618	1,486,349	1,566,785
ELECTRIC AND ELECTRONIC EQUIPMENT	280,197	472,237	1,084,546	2,039,285	1,949,929	2,020,682
TRANS. EQUIP. EXCL. MOTOR VEHICLES	316,468	467,842	1,022,529	1,677,284	2,187,425	2,141,106
MOTOR VEHICLES AND EQUIPMENT	9,901	11,989	38,713	95,849	182,474	171,612
ORDNANCE, ⁹	147,957	(NA)	(NA)	(NA)	(NA)	(NA)
STONE, CLAY, AND GLASS PRODUCTS	135,281	206,435	377,517	545,979	663,588	589,036
INSTRUMENTS AND RELATED PRODUCTS	38,333	71,208	213,241	307,958	1,104,861	1,160,330
MISC. MANUFACTURING INDUSTRIES	38,312	48,757	106,124	174,136	215,378	218,293
TRANSPORTATION AND PUBLIC UTILITIES	1,516,979	2,713,711	5,072,762	7,353,603	9,463,868	9,817,778
RAILROAD TRANSPORTATION	130,372	176,849	285,595	327,521	331,950	344,984
TRUCKING AND WAREHOUSING	239,868	424,870	806,267	1,218,845	1,790,242	1,840,557
WATER TRANSPORTATION	60,282	98,937	206,384	301,065	471,082	527,008
OTHER TRANSPORTATION	480,181	760,463	1,438,907	1,904,373	2,530,748	2,514,754
LOCAL & INTERURBAN PASSENGER TRANSIT	55,125	79,631	128,116	158,522	284,184	307,792
TRANSPORTATION BY AIR	398,559	615,798	1,132,157	1,415,156	1,687,313	1,623,389
PIPELINES, EXCEPT NATURAL GAS	199	515	1,227	1,736	2,319	2,881
TRANSPORTATION SERVICES	25,998	64,519	177,407	328,909	566,932	580,692
COMMUNICATION	398,969	862,801	1,647,569	2,369,398	2,640,885	2,782,461
ELECTRIC, GAS, AND SANITARY SERVICES	209,307	389,791	688,040	1,232,461	1,688,961	1,808,034
WHOLESALE TRADE	1,190,988	2,183,388	4,101,763	6,287,282	9,568,392	9,753,792
RETAIL TRADE	2,627,598	4,437,713	7,970,446	13,021,368	18,501,212	18,735,070
BUILDING MATERIALS AND GARDEN EQUIPMENT	171,006	249,728	451,292	728,711	866,443	847,464
GENERAL MERCHANDISE STORES	412,183	632,571	1,020,395	1,415,716	1,902,142	1,961,216
FOOD STORES	377,351	722,344	1,337,082	1,983,764	2,924,034	3,106,389
AUTOMOTIVE DEALERS & SERVICE STATIONS	549,452	868,417	1,436,623	2,501,437	3,046,164	2,974,066
APPAREL AND ACCESSORY STORES	137,250	229,855	382,973	591,107	823,204	866,955
HOME FURNITURE AND FURNISHINGS STORES	163,986	268,544	500,615	887,105	1,276,542	1,214,041
EATING AND DRINKING PLACES	468,463	839,498	1,736,916	2,938,069	4,539,143	4,626,527
MISCELLANEOUS RETAIL	347,927	626,755	1,104,550	1,975,439	3,103,540	3,138,412
FINANCE, INSURANCE, AND REAL ESTATE	1,358,814	2,284,480	4,586,196	6,583,502	10,312,100	9,896,097
DEPOSITORY & NON-DEP. CREDIT INSTITUTIONS	348,731	696,379	1,304,644	2,525,206	3,757,916	3,747,333
OTHER FINANCE, INSUR., & REAL ESTATE	1,012,083	1,588,101	3,281,552	4,068,296	6,554,184	6,148,764
SECURITY & COMMODITY BROKERS & SERV.	87,046	158,368	615,036	968,781	1,319,528	1,473,367
INSURANCE CARRIERS	259,217	480,442	791,769	1,261,396	2,109,740	2,269,728
REAL ESTATE	123,882	273,820	504,672	938,405	1,666,680	1,817,046
COMBINED REAL ESTATE, INSURANCE, ETC. ¹⁰	488,121	595,620	1,274,844	411,717	1,509,993	974,729
HOLDING & OTHER INVESTMENT COMPANIES	16,380	16,435	13,901	9,152	(NA)	(NA)
SERVICES	37,437	63,416	81,330	478,845	(81,757)	(388,106)
HOTELS AND OTHER LODGING PLACES	317,212	693,517	13,825,085	25,882,449	46,041,841	49,020,147
PERSONAL SERVICES	272,069	356,615	1,015,849	1,854,315	2,759,547	2,724,064
PRIVATE HOUSEHOLDS	261,423	295,250	410,591	994,558	1,315,404	1,369,333
BUSINESS SERVICES	424,063	602,361	1,890,735	4,112,144	6,325,188	6,644,128
AUTO REPAIR, SERVICES, AND GARAGES	138,505	291,365	530,268	980,628	1,325,636	1,356,808
MISCELLANEOUS REPAIR SERVICES	91,206	165,041	352,320	455,577	710,551	627,284
AMUSEMENT AND RECREATION SERVICES	139,985	341,544	733,931	1,272,504	2,394,826	2,472,378
MOTION PICTURES	28,788	40,419	60,943	85,580	216,356	263,334
HEALTH SERVICES	966,695	2,059,981	4,248,711	7,968,905	14,811,029	16,461,393
LEGAL SERVICES	253,233	610,280	1,075,952	2,260,625	3,898,057	3,996,949

FLORIDA: TOTAL PERSONAL INCOME (\$1,000'S) BY ECONOMIC SECTOR

	1970	1975	1980	1985	1990	1991
EDUCATIONAL SERVICES	173,044	275,375	435,234	680,569	1,083,217	1,165,546
SOCIAL SERVICES 11/	(NA)	126,443	282,005	546,723	1,128,903	1,276,319
MUSEUMS, BOTANICAL, ZOOLOGICAL GARDENS	2,705	2,982	4,995	8,872	34,896	41,329
MEMBERSHIP ORGANIZATIONS	251,322	349,387	550,185	921,414	1,537,607	1,544,850
ENGINEERING AND MANAGEMENT SERVICES 12/	(NA)	(NA)	(NA)	(NA)	7,015,200	7,431,097
MISCELLANEOUS SERVICES	424,289	735,138	1,654,534	3,206,110	632,485	912,616
GOVERNMENT AND GOVERNMENT ENTERPRISES	3,611,459	6,443,524	9,860,313	15,770,647	24,960,744	26,631,105
FEDERAL, CIVILIAN	756,581	1,208,349	1,920,261	2,880,810	4,198,563	4,427,947
MILITARY	771,483	1,042,389	1,375,914	2,219,555	2,860,716	3,087,808
STATE AND LOCAL	2,083,415	4,192,776	6,564,138	10,670,282	17,901,465	19,115,350

FOOTNOTES TO TPI TABLES

2/ Farm income consists of proprietors' net farm income, the wages of hired farm labor, the pay-in-kind of hired farm labor, and the salaries of officers of corporate farms.

3/ Census Bureau midyear population estimates.

4/ Personal contributions for social insurance are included in earnings by type and industry but excluded from personal income.

6/ Includes the capital consumption adjustment for rental income of persons.

7/ Includes the inventory valuation and capital consumption adjustments.

8/ "Other" consists of wages and salaries of U.S. residents employed by international organizations, foreign embassies, and consulates in the U.S..

(D) Not shown to avoid disclosure of confidential information.

(L) Less than \$50,000. Estimates are included in totals.

N/A Data not available for this year.

APPENDIX 2: EMPLOYMENT

MONROE COUNTY: EMPLOYMENT AND UNEMPLOYMENT

Year	1990	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yr/Avg
Labor Force	41097	41290	42216	41273	40952	40732	41465	41546	40565	40422	40304	40796	41055	
Employment	39283	39843	41155	40220	39833	39394	40064	39835	39255	38865	39001	39343	39638	
Unemployment	1814	1347	1061	1053	1119	1338	1401	1711	1310	1557	1303	1453	1372	
Unemp. Rate	3.3	3.3	2.5	2.6	2.7	3.3	3.4	4.1	3.2	3.9	3.2	3.6	3.3	
Year 1991														
Labor Force	41157	41137	41847	41444	41127	40887	41076	41447	40642	40186	40555	40553	41004	
Employment	39614	39219	40071	39892	39328	39119	39378	39570	38624	38596	38814	38552	39231	
Unemployment	1543	1918	1776	1552	1799	1768	1698	1877	2018	1590	1741	2001	1773	
Unemp. Rate	3.7	4.7	4.2	3.7	4.4	4.3	4.1	4.5	5	4	4.3	4.9	4.3	
Year 1992														
Labor Force	40681	40766	40974	40190	40426	41478	40943	41279	41139	40968	41124	40842		
Employment	38356	38402	38859	38216	38380	38354	39631	38958	37712	39035	38963	39462	38694	
Unemployment	2325	2364	2115	1974	1750	2072	1847	1985	3567	2104	2005	1662	2148	
Unemp. Rate	5.7	5.8	5.2	4.9	4.4	5.1	4.5	4.8	8.6	5.1	4.9	4	5.3	
Year 1993														
Labor Force	42149	42751	43521	42060	42757	42792	41762	40873	41704	43041	43695	42479		
Employment	39917	40770	41552	40553	41041	40895	41026	39825	39403	40260	41454	41948	40720	
Unemployment	2232	1981	1969	1507	1716	1838	1766	1937	1470	1444	1587	1657	1759	
Unemp. Rate	5.3	4.6	4.5	3.6	4	4.3	4.1	4.6	3.6	3.5	3.7	3.8	4.1	

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION.

MONROE COUNTY: EMPLOYMENT

ES 202 Mon 1989

Category/Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg Mon
Agric, Forestry & Fisheries	342	335	323	338	317	334	383	398	399	365	369	355	354.83
Construction	1,926	1,860	1,871	1,811	1,813	1,830	1,806	1,809	1,775	1,776	1,848	1,931	1,838.00
Manufacturing	577	574	601	617	613	601	581	583	590	584	571	584	589.67
Trans, Comm, & Pub Util	1,579	1,580	1,616	1,552	1,565	1,593	1,586	1,578	1,607	1,573	1,572	1,623	1,585.33
Wholesale Trade	588	598	583	585	572	564	562	601	606	576	590	601	585.50
Retail Trade	9,300	9,423	9,655	9,240	9,013	8,936	8,893	8,766	8,510	8,890	9,225	9,515	9,113.83
Fin, Ins, & Real Est	1,377	1,392	1,393	1,405	1,405	1,397	1,378	1,365	1,358	1,381	1,417	1,417	1,391.25
Services	8,591	8,852	8,990	8,746	8,564	8,561	8,393	8,250	8,122	8,141	8,433	8,671	8,526.17
Federal Govt	1,276	1,277	1,270	1,281	1,282	1,307	1,318	1,292	1,276	1,274	1,279	1,283	1,284.58
State Govt	618	606	600	594	613	612	600	599	594	604	624	624	604.83
Local Govt	3,732	3,739	3,739	3,748	3,793	3,766	3,567	3,542	3,571	3,663	3,658	3,704	3,685.17
Total	29,960	30,295	30,699	29,977	29,607	29,552	29,116	28,831	28,457	28,871	29,609	30,349	29,610.25

ES 202 Mon 90

Category/Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg Mon
Agric, Forestry & Fisheries	356	360	333	308	311	302	327	356	349	339	354	344	336.58
Construction	1,842	1,842	1,909	1,843	1,798	1,809	1,753	1,778	1,741	1,694	1,748	1,670	1,785.58
Manufacturing	637	625	646	621	624	621	558	579	583	553	559	545	595.92
Trans, Comm, & Pub Util	1,672	1,691	1,703	1,675	1,680	1,650	1,668	1,653	1,645	1,689	1,687	1,775	1,682.33
Wholesale Trade	580	585	606	589	591	585	577	577	567	559	557	583	579.67
Retail Trade	9,525	9,743	9,974	9,464	9,331	9,154	8,884	8,976	8,705	8,325	8,570	8,817	9,130.67
Fin, Ins, & Real Est	1,437	1,429	1,435	1,425	1,432	1,455	1,337	1,331	1,321	1,332	1,330	1,330	1,382.83
Services	9,219	9,497	9,720	9,633	9,666	9,648	9,410	9,396	9,314	9,426	9,653	9,857	9,536.58
Federal Govt	1,255	1,255	1,339	1,291	1,386	1,309	1,365	1,306	1,283	1,266	1,280	1,278	1,301.08
State Govt	628	644	637	649	652	663	654	658	668	655	658	665	652.25
Local Govt	3,661	3,668	3,686	3,652	3,362	3,403	3,303	3,304	3,309	3,317	3,315	3,380	3,446.67
Total	30,858	31,389	32,040	31,190	30,874	30,638	29,973	29,951	29,520	29,209	29,767	30,310	30,476.58

MONROE COUNTY: EMPLOYMENT

ES 202 Mon 91		ES 202 Mon 92											
Category/Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg Mon
Agric, Forestry & Fisheries	352	329	315	329	331	326	330	350	356	329	321	361	335.75
Construction	1,651	1,585	1,574	1,443	1,442	1,410	1,440	1,451	1,480	1,469	1,520	1,552	1,501.42
Manufacturing	499	477	480	486	482	488	457	484	472	447	471	466	475.75
Trans, Comm. & Pub Util	1,624	1,633	1,676	1,643	1,685	1,658	1,671	1,661	1,667	1,686	1,698	1,710	1,667.67
Wholesale Trade	599	600	613	597	592	569	583	589	603	595	608	600	595.67
Retail Trade	9,341	9,438	9,713	9,810	9,489	9,151	9,037	9,076	8,812	8,817	9,139	9,318	9,261.75
Fin, Ins, & Real Est	1,249	1,226	1,220	1,170	1,119	1,134	1,157	1,147	1,153	1,156	1,153	1,157	1,170.08
Services	9,718	9,851	9,809	9,627	9,681	9,547	9,231	9,187	8,904	8,848	9,067	9,271	9,395.08
Federal Govt	1,273	1,282	1,277	1,256	1,248	1,283	1,318	1,329	1,315	1,305	1,308	1,320	1,292.83
State Govt	658	661	665	678	684	684	678	676	670	675	676	668	672.58
Local Govt	3,379	3,375	3,387	3,394	3,406	3,444	3,285	3,262	3,290	3,294	3,291	3,377	3,348.67
Total	30,423	30,542	30,828	30,501	30,237	29,770	29,265	29,291	28,842	28,732	29,371	29,923	29,810.42

ES 202 Mon 91		ES 202 Mon 92											
Category/Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg Mon
Agric, Forestry & Fisheries	349	339	335	319	319	324	342	334	353	448	393	414	355.75
Construction	1,528	1,452	1,446	1,397	1,420	1,412	1,367	1,332	1,562	1,690	1,955	1,914	1,539.58
Manufacturing	411	411	430	439	442	434	438	452	456	446	452	465	439.67
Trans, Comm. & Pub Util	1,613	1,582	1,598	1,552	1,538	1,500	1,522	1,493	1,460	1,508	1,551	1,610	1,543.75
Wholesale Trade	617	617	628	610	595	588	613	615	608	589	607	606	606.08
Retail Trade	9,582	9,773	9,833	9,776	9,613	9,314	9,205	9,096	8,562	9,044	9,525	9,770	9,416.08
Fin, Ins, & Real Est	1,168	1,176	1,187	1,238	1,257	1,239	1,252	1,236	1,223	1,252	1,213	1,232	1,222.75
Services	9,602	9,686	9,770	9,418	9,415	9,317	9,332	9,337	8,965	8,886	9,094	9,327	9,345.75
Federal Govt	1,315	1,301	1,304	1,269	1,266	1,255	1,260	1,254	1,245	1,274	1,272	1,271	1,273.83
State Govt	662	653	650	650	661	668	658	650	665	665	661	661	657.75
Local Govt	3,329	3,317	3,352	3,320	3,300	3,332	3,431	3,318	3,246	3,349	3,340	3,388	3,335.17
Total	30,241	30,369	30,600	30,038	29,764	29,434	29,443	29,166	28,374	29,219	30,099	30,704	29,787.58

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION.

MONROE COUNTY: EMPLOYMENT

Category/Year	Jan	Feb	Mar	Avg Mon
Agric, Forestry & Fisheries	388	379	391	388.00
Construction	2,035	2,029	2,031	2,031.67
Manufacturing	510	514	526	516.67
Trans, Comm, & Pub Util	1,589	1,613	1,653	1,618.33
Wholesale Trade	579	579	586	581.33
Retail Trade	10,102	10,479	10,619	10,400.00
Fin, Ins, & Real Est Services	1,202	1,238	1,260	1,233.33
Federal Govt	1,251	1,239	1,250	1,246.67
State Govt	661	665	667	664.33
Local Govt	3,384	3,364	3,439	3,395.67
Total	31,555	32,014	32,633	32,067.33

MONROE COUNTY: RETAIL TRADE AND SERVICE EMPLOYMENT BY MONTH

RETAIL TRADE 1969		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
BLDG. HDWE, GARDEN, & MOB. HOME	441	438	449	453	444	461	416	417	419	418	410	417	432	
GENERAL MERCHANDISE	657	643	654	604	594	648	635	640	665	686	723	645		
FOOD STORES	1,330	1,316	1,325	1,237	1,220	1,251	1,357	1,349	1,342	1,308	1,332	1,368	1,311	
AUTO. DEALERS & SERV. STAT.	710	724	724	728	719	707	713	701	706	676	696	718	709	
APPAREL & ACCESSORY STORES	313	347	372	357	339	333	314	330	303	320	338	356	335	
HOME FURN. & FURNISHINGS	159	172	170	174	174	177	181	188	177	176	183	180	176	
EATING AND DRINKING PLACES	4,489	4,570	4,738	4,448	4,288	4,157	4,016	3,900	3,691	4,109	4,336	4,446	4,268	
MISC. RETAIL STORES	1,201	1,213	1,223	1,239	1,235	1,256	1,248	1,246	1,232	1,218	1,256	1,307	1,240	
TOTAL	9,300	9,423	9,655	9,240	9,013	8,936	8,893	8,766	8,510	8,890	9,225	9,515	9,114	

SERVICES 1969

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
HOTELS & OTHER LODG. PLACES	4,373	4,572	4,676	4,492	4,414	4,388	4,394	4,306	4,203	4,174	4,296	4,502	4,399	
PERSONAL SERVICES	189	196	204	199	182	185	187	186	178	174	179	179	187	
BUSINESS SERVICES	428	457	459	421	440	445	408	387	386	367	386	379	415	
AUTO REPAIR, SERV., & PARKING	156	157	168	158	160	161	155	156	162	159	159	156	159	
MISC. REPAIR SERVICES	60	60	61	73	71	74	82	85	86	81	84	86	80	
MOTION PICTURES	109	109	88	96	90	86	93	89	84	81	78	96	92	
AMUSEMENT & RECREATION SERV	623	622	649	626	558	544	519	515	517	535	672	688	587	
HEALTH SERVICES	1,249	1,273	1,279	1,295	1,288	1,287	1,137	1,152	1,159	1,180	1,201	1,229	1,227	
LEGAL SERVICES	220	217	220	215	211	216	214	213	221	219	223	221	218	
SOCIAL SERVICES	158	161	166	171	162	165	147	149	180	153	158	158	159	
MUS., ART., & BOT. & ZOO GARD.	46	44	44	44	46	49	44	41	41	45	44	47	45	
MEMBERSHIP ORGANIZATIONS	475	475	479	483	478	468	507	479	468	459	455	458	474	
ENGR., ACCT., RESEARCH, MGT., ETC.	303	302	295	290	275	284	287	289	285	313	313	311	285	
PRIVATE HOUSEHOLDS	67	68	66	66	70	69	72	71	71	78	78	79	71	
TOTAL	8,591	8,852	8,990	8,746	8,564	8,561	8,383	8,250	8,122	8,141	8,433	8,671	8,526	

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION.

MONROE COUNTY: RETAIL TRADE AND SERVICE EMPLOYMENT BY MONTH

RETAIL TRADE 1990		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
BLDG, HDWE, GARDEN, & MOB. HOME	393	405	428	457	479	512	528	532	398	413	431	459		
GENERAL MERCHANDISE	637	632	644	586	572	584	556	544	499	488	496	529	564	
FOOD STORES	1,368	1,398	1,393	1,326	1,319	1,297	1,301	1,282	1,290	1,274	1,262	1,288	1,317	
AUTO. DEALERS & SERV. STAT.	711	743	711	683	673	686	670	688	674	653	654	646	683	
APPAREL & ACCESSORY STORES	376	383	404	401	379	361	346	355	365	343	348	370	369	
HOME FURN. & FURNISHINGS	209	219	211	196	194	204	205	197	198	196	208	208	204	
EATING AND DRINKING PLACES	4,465	4,646	4,845	4,503	4,452	4,256	4,137	4,104	3,909	3,710	3,915	3,999	4,245	
MISC. RETAIL STORES	1,346	1,327	1,338	1,297	1,261	1,284	1,243	1,289	1,239	1,261	1,286	1,346	1,291	
TOTAL	9,525	9,743	9,974	9,464	9,331	9,154	8,984	8,976	8,705	8,325	8,570	8,817	9,131	

SERVICES 1990

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
HOTELS & OTHER LODG. PLACES	4,909	5,034	5,205	5,061	4,852	4,884	4,637	4,635	4,615	4,558	4,678	4,855	4,828	
PERSONAL SERVICES	208	186	191	201	198	199	185	188	176	179	184	189	191	
BUSINESS SERVICES	394	435	440	442	446	439	449	444	439	539	531	545	482	
AUTO REPAIR, SERV., & PARKING	152	152	165	160	156	155	156	154	147	155	147	155	155	
MISC. REPAIR SERVICES	86	84	85	90	88	88	84	86	85	90	93	92	88	
MOTION PICTURES	101	112	110	138	135	130	130	128	121	111	108	112	120	
AMUSEMENT & RECREATION SERV	844	671	680	652	578	565	551	551	528	582	666	671	612	
HEALTH SERVICES	1,283	1,323	1,312	1,344	1,675	1,659	1,676	1,670	1,678	1,719	1,737	1,747	1,569	
LEGAL SERVICES	212	213	217	221	217	225	224	217	219	212	209	207	216	
SOCIAL SERVICES	169	177	167	185	191	195	183	193	205	211	212	206	193	
MUS., ART, & BOT. & ZOO GARD.	47	49	51	51	55	52	57	55	57	56	54	55	53	
MEMBERSHIP ORGANIZATIONS	490	486	489	494	489	473	494	488	494	482	492	493	488	
ENGR., ACCT., RESEARCH, MGT. ETC.	352	365	380	392	396	375	373	369	366	358	352	344	368	
PRIVATE HOUSEHOLDS	73	74	74	69	70	65	59	60	59	59	60	61	65	
TOTAL	9,219	9,497	9,720	9,633	9,666	9,548	9,410	9,396	9,314	9,428	9,653	9,857	9,537	

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION.

MONROE COUNTY: RETAIL TRADE AND SERVICE EMPLOYMENT BY MONTH
RETAIL TRADE 1991

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
BLDG, HDWE, GARDEN, & MOB. HOME	485	499	529	531	495	438	426	421	421	433	440	470	470
GENERAL MERCHANDISE	478	451	459	457	439	458	459	493	509	501	507	533	479
FOOD STORES	1,461	1,454	1,570	1,523	1,508	1,495	1,444	1,453	1,492	1,468	1,487	1,458	1,484
AUTO. DEALERS & SERV. STATION	661	665	658	677	669	661	646	640	647	616	634	635	651
APPAREL & ACCESSORY STORES	369	377	376	387	373	354	362	364	369	371	371	405	373
HOME FURN. & FURNISHINGS	214	213	228	199	187	186	192	193	182	191	203	212	200
EATING AND DRINKING PLACES	4,308	4,390	4,532	4,705	4,473	4,221	4,214	4,237	3,954	3,973	4,212	4,325	4,295
MISC. RETAIL STORES	1,365	1,369	1,361	1,331	1,321	1,281	1,282	1,270	1,238	1,276	1,292	1,310	1,310
TOTAL	9,341	9,438	9,713	9,810	9,489	9,151	9,037	9,076	8,812	8,817	9,139	9,318	9,262
SERVICES 1991													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
HOTELS & OTHER LODG. PLACES	4,655	4,689	4,710	4,587	4,635	4,579	4,286	4,230	4,040	3,989	4,144	4,320	4,404
PERSONAL SERVICES	221	231	237	226	208	206	205	188	186	192	196	186	207
BUSINESS SERVICES	539	544	566	550	531	494	475	470	470	474	485	483	507
AUTO REPAIR, SERV., & PARKING	153	159	155	154	160	153	154	157	155	151	153	149	154
MISC. REPAIR SERVICES	88	89	93	95	95	93	92	92	90	91	91	93	92
MOTION PICTURES	102	106	127	102	97	100	103	95	95	103	106	104	103
AMUSEMENT & RECREATION SERV	675	677	582	595	615	602	630	602	580	570	586	602	610
HEALTH SERVICES	1,769	1,789	1,781	1,761	1,761	1,746	1,759	1,761	1,737	1,754	1,763	1,775	1,763
LEGAL SERVICES	201	201	202	205	212	212	202	205	199	203	205	204	204
EDUCATIONAL SERVICES	136	164	159	162	168	190	177	176	146	139	144	142	159
SOCIAL SERVICES	195	202	205	207	198	191	195	208	210	204	210	208	203
MUS., ART, & BOT. & ZOO GARD.	61	84	84	100	107	102	104	105	105	88	86	87	94
MEMBERSHIP ORGANIZATIONS	526	544	539	511	524	510	515	549	538	542	540	555	533
ENGR, ACCT, RESEARCH, MGT, ETC.	306	304	301	307	303	302	285	279	284	276	284	290	293
PRIVATE HOUSEHOLDS	63	61	61	58	59	59	61	63	61	66	67	67	62
TOTAL	9,718	9,851	9,809	9,627	9,681	9,547	9,231	9,187	8,904	8,848	9,067	9,271	9,395

MONROE COUNTY: RETAIL TRADE AND SERVICE EMPLOYMENT BY MONTH
RETAIL TRADE 1992

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
BLDG, HDWE, GARDEN, & MOB. HOME	453	455	442	447	436	422	447	442	444	477	507	534	459
GENERAL MERCHANDISE	517	496	498	511	526	512	516	513	532	554	604	525	525
FOOD STORES	1,535	1,605	1,565	1,602	1,552	1,553	1,410	1,375	1,349	1,366	1,373	1,418	1,475
AUTO. DEALERS & SERV. STAT.	513	497	492	484	508	483	477	489	464	514	524	518	497
APPAREL & ACCESSORY STORES	427	430	456	426	414	417	408	414	358	368	401	407	407
HOME FURN. & FURNISHINGS	210	211	200	191	189	183	186	191	200	214	216	246	203
EATING AND DRINKING PLACES	4,601	4,730	4,534	4,773	4,517	4,385	4,442	4,334	3,962	4,249	4,560	4,608	4,500
MISC. RETAIL STORES	1,326	1,349	1,346	1,342	1,371	1,345	1,323	1,335	1,272	1,324	1,423	1,441	1,350
TOTAL	9,582	9,773	9,833	9,776	9,513	9,314	9,205	9,096	8,562	9,044	9,525	9,770	9,416

SERVICES 1992

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
HOTELS & OTHER LODG. PLACES	4,377	4,411	4,471	4,080	4,057	4,041	3,965	4,013	3,687	3,658	3,778	3,939	4,040
PERSONAL SERVICES	200	207	206	201	190	186	174	189	186	167	182	191	190
BUSINESS SERVICES	514	537	523	506	538	512	515	503	474	548	520	526	518
AUTO REPAIR, SERV. & PARKING	162	154	156	159	167	166	164	173	170	174	185	181	188
MISC. REPAIR SERVICES	87	86	89	91	100	94	100	100	102	93	93	96	94
MOTION PICTURES	112	119	113	113	110	113	110	101	109	105	109	110	111
AMUSEMENT & RECREATION SERV	672	666	695	730	746	718	712	716	716	686	735	728	710
HEALTH SERVICES	1,801	1,818	1,825	1,832	1,832	1,837	1,853	1,853	1,854	1,804	1,800	1,822	1,828
LEGAL SERVICES	207	209	206	203	203	201	202	200	203	202	195	201	203
EDUCATIONAL SERVICES	165	178	167	164	160	188	192	181	151	148	170	176	170
SOCIAL SERVICES	214	212	221	223	226	221	225	211	232	225	221	224	221
MUS., ART, & BOT. & ZOO GARD.	99	95	93	95	95	99	99	98	81	84	93	94	93
MEMBERSHIP ORGANIZATIONS	580	574	583	583	580	528	548	536	533	533	553	567	557
ENGR, ACCT, RESEARCH, MGT, ETC.	333	337	336	337	335	331	388	385	389	375	374	383	359
PRIVATE HOUSEHOLDS	68	71	71	80	80	75	68	68	72	73	74	72	72
MISCELLANEOUS SERVICES	11	12	13	13	14	13	14	13	10	10	12	13	12
TOTAL	9,602	9,686	9,770	9,418	9,415	9,317	9,332	9,337	8,965	8,886	9,094	9,327	9,346

SOURCE: FLORIDA DEPARTMENT OF LABOR AND EMPLOYMENT SECURITY, BUREAU OF LABOR MARKET INFORMATION.

MONROE COUNTY: RETAIL TRADE AND SERVICE EMPLOYMENT BY MONTH
RETAIL TRADE 1993

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
BLDG, HDWE, GARDEN, & MOB. HOME	483	495	486										488
GENERAL MERCHANDISE	681	673	668										674
FOOD STORES	1,466	1,542	1,474										1,494
AUTO. DEALERS & SERV. STAT.	487	521	527										512
APPAREL & ACCESSORY STORES	453	495	499										482
HOME FURN. & FURNISHINGS	198	198	212										203
EATING AND DRINKING PLACES	4,880	5,060	5,246										5,062
MISC. RETAIL STORES	1,454	1,495	1,507										1,485
TOTAL	10,102	10,479	10,619										10,400

SERVICES 1993

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHLY AVG.
HOTELS & OTHER LODG. PLACES	4,339	4,429	4,572										4,447
PERSONAL SERVICES	243	262	256										254
BUSINESS SERVICES	458	461	482										467
AUTO REPAIR, SERV., & PARKING	202	201	212										205
MISC. REPAIR SERVICES	87	88	86										87
MOTION PICTURES	107	103	99										103
AMUSEMENT & RECREATION SERV	772	701	741										738
HEALTH SERVICES	1,653	1,868	1,902										1,874
LEGAL SERVICES	199	194	194										196
EDUCATIONAL SERVICES	174	183	179										179
SOCIAL SERVICES	231	225	232										229
MUS., ART, & BOT. & ZOO GARD.	97	94	99										97
MEMBERSHIP ORGANIZATIONS	538	540	563										547
ENGR, ACCT, RESEARCH, MGT, ETC.	416	426	431										424
PRIVATE HOUSEHOLDS	81	80	81										81
MISCELLANEOUS SERVICES	13	14	14										14
NONCLASS. ESTABLISHMENTS	21	22	46										30
TOTAL	9,810	9,869	10,143										9,941

APPENDIX 3: GROSS SALES AND TAXABLE SALES

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1980											1981											TOTAL SALES		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	18825.7	15522.7	21560.5	18938.1	16993.8	14594.4	12486.3	14008.7	14771.9	13512.7	15311.6	14698.9	218825.3												18825.3
APPAREL	1074.95	907.99	1076.48	1208.67	1039.91	737.29	672.53	628.92	632.69	614.72	522.46	720.65	9837.26												9837.26
GENERAL MERCHANDISE	7275.75	7813.46	6772.43	5724.2	5968.88	5844.57	5376.17	5436.49	5016.24	5028.9	4787.85	5288.89	70294.43												70294.43
AUTOMOTIVE	9843	11887.4	11412.1	11926.6	10960.5	10715.5	9482.22	9648.93	10038.8	9244.4	9049.41	7813.13	122018.99												122018.99
FURNITURE AND APPLIANCE	1362.22	1222.22	1228.9	1190.91	1242	943.78	1068.89	898.79	873.52	815.9	1058.32	1047.41	12892.86												12892.86
LUMBER AND BUILDING MATERIAL	3202.1	3790.35	3851.45	3735.59	3296.86	3180.3	4188.59	4009.44	3222.58	3715.33	3694.19	3976.24	43873.02												43873.02
CONSUMER SERVICES	12820.9	14160.9	14616.3	16090.9	12192.9	9357.97	10654.4	8560.64	9582.79	7111.28	7577.13	8834.83	131280.94												131280.94
OTHER SERVICES	3487.57	3117.63	3513.48	3720.64	4166.66	3561.36	4158.46	4323.97	4763.15	4615.81	4337.37	4009.58	48364.67												48364.67
SPECIALTY RETAIL	1581.49	1360.23	1416.28	1457.04	1389.53	1023.89	949.73	886.77	877.95	788.45	857.15	1086.1	13674.61												13674.61
COMMERCIAL AND INDUSTRIAL	3523.1	4067.08	3635.09	4628.68	3737.86	2799.06	3325.46	3183.63	2815.35	3004.44	2807.43	2937.46	40564.64												40564.64
WHOLESALE DEALERS	3253.83	2905.34	2958.81	3712.92	2533.81	2885.88	4897.98	3087.47	2942.77	3371.08	2745.1	2600.81	37855.78												37855.78
TOTAL	63749.9	67374.6	72041.2	72333.4	63511.9	55633.3	57290.2	54663.1	55537.2	51789.3	52827.1	52913.1	719674.3												719674.3

	1980											1981											TOTAL SALES		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	20790	17694.6	18138.5	21156.5	20149	16855.2	16557.7	16836.6	15164.2	14151.4	15827	19064.6	212425.3												212425.3
APPAREL	1384.83	887.33	1170.16	1435.27	1254.42	1131.83	957.34	849.31	773.22	728.54	867.72	885.98	12108.87												12108.87
GENERAL MERCHANDISE	9379.74	4707.6	6124.9	6873.98	6350.09	6716.07	5563.98	5563.73	6162.15	4427.23	4815.65	90575.1	159270.2												159270.2
AUTOMOTIVE	13624.1	11712.5	11576.7	12802	12892.9	10667.4	11407.4	11061	10153.4	11769.6	9835.08	10096.6	137798.86												137798.86
FURNITURE AND APPLIANCE	1480.75	1188.34	1080.53	1111.42	1090.77	889.87	38898.4	801.6	842.77	882.84	1295.88	1284.19	50925.46												50925.46
LUMBER AND BUILDING MATERIAL	3898.11	3984.31	4209.5	4129.7	4300.43	3565.61	3891.19	4406.04	4007.68	3563.47	4145.02	3611.26	47702.32												47702.32
CONSUMER SERVICES	13501.3	12835.7	13726.2	16440.4	12146.2	12096.8	11988.9	11215.6	8414.74	8785.44	8690.9	10259.9	141174.08												141174.08
OTHER SERVICES	4450.58	5331.95	4732.25	4824.93	4617.04	4734.76	5647.86	6402.4	4045.65	6313.51	5533.3	5059.21	61693.24												61693.24
SPECIALTY RETAIL	1820.77	1276.15	1459.76	1596.41	1400.3	1400.3	1135.94	1107.61	986.6	843.32	838.92	1173.36	14949.13												14949.13
COMMERCIAL AND INDUSTRIAL	3461.13	4112.36	3219.65	4067.57	3492.03	4487.91	3826.77	3190.92	3259.02	2880.11	2884.93	3163.14	42025.54												42025.54
WHOLESALE DEALERS	4742.17	3401.05	3647.72	5433.61	3947.98	2764.82	4354.16	4013.88	3179.79	4429.07	3631.67	4104.66	47550.39												47550.39
TOTAL	78892.8	67231.2	70985.2	78971	71642.6	65169.7	104162	65567.6	57988.5	58771.9	58045.3	149277	927614.8												927614.8

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
1982	FOOD AND BEVERAGE	19518.1	23345.1	24421.4	24545.1	20031.2	19396.2	15591.6	16181.3	16266.9	17702.7	13873.8	16116.4	226892.6
	APPAREL	1779.59	1310.03	1377.64	1717.79	1451.29	1163.91	1247.13	951.43	888.32	775.31	808.75	1080.74	14627.93
	GENERAL MERCHANDISE	8435.83	8045.75	6824.69	7620.97	7795.41	6897.89	8523.16	5767.11	6474.68	6013.14	4195.58	5600.36	80194.6
	AUTOMOTIVE	9337.6	11175.7	11624.2	12985.6	15581.2	10542.9	8919.19	13496.6	11817.6	10742.7	10056.8	10085.7	138887.58
	FURNITURE AND APPLIANCE	1492.16	1583.1	1616.89	1503.83	1627.12	805.05	976.99	1112.93	1007.81	714.71	938.77	1057.78	14438.12
	LUMBER AND BUILDING MATERIAL	4570.43	4042.22	3584.47	5039.17	3362.54	3859.95	3845.16	2877.06	3218.12	3227.17	3253.62	3036.73	43516.84
	CONSUMER SERVICES	11518.5	13558.6	16885.7	19824.5	15036	10449.9	13264.1	94288.4	11805.2	8288.48	9532.64	11872	236432.02
	OTHER SERVICES	4427.13	4888.72	4685.43	4214.52	5157.69	4857.92	5198.8	5588.75	5335.09	5535.06	5610.72	5853.58	61311.42
	SPECIALTY RETAIL	2225.71	1225.33	1391.09	2071.22	1340.16	1168.49	1109.21	1122.85	1114.84	816.47	946.6	1164.27	15745.04
	COMMERCIAL AND INDUSTRIAL	4614.34	3198.3	3773.19	5815.2	3139.36	15409.2	3420.48	2715.02	3185.86	2982.48	3386.76	2675.44	54285.86
	WHOLESALE DEALERS	5710.19	4176.89	3995.92	4332.95	3552.85	2594.85	5755.39	2392.57	4799.88	4643.42	3121.78	2478.51	47955
	TOTAL	74128.8	76579.1	80159.8	89670.1	78074	76949.5	65690.4	146501	65911.1	61438.9	55801.6	61100.8	931885.1
1983	FOOD AND BEVERAGE	26804.6	19331.1	20938.8	25591.1	19724.2	18499.6	15882.5	17197.6	17853.7	16333.4	18428.5	18834.3	233617.4
	APPAREL	1566.35	1372.69	1589.66	1899.59	1517.7	1367.78	1040.9	1122.14	1115.91	810.19	1100.05	2053.61	18565.57
	GENERAL MERCHANDISE	9551.15	9090.35	5912.95	6981.05	6029.92	7274.28	5953.82	6483.82	6032.57	5142.28	7438.27	7205.44	82705.89
	AUTOMOTIVE	12585.9	10447.3	10453.8	12900.6	12187.8	10794.3	14399	11739.8	11280.2	9779.78	10884.1	13187.3	140719.86
	FURNITURE AND APPLIANCE	1416.85	1305.38	1093.32	1163.55	1116.36	980.53	1288.33	1091.18	1130.77	911.22	1284.26	2083.03	14634.78
	LUMBER AND BUILDING MATERIAL	3761.11	3238.27	3420.22	3993.12	3123.33	3486.96	3718.86	3636.01	3800.48	3793.81	4349.36	5598.95	46018.46
	CONSUMER SERVICES	13801.7	14528.8	15986.7	21959.2	14691.5	13814.7	11693.2	12198.9	10947.7	8575.83	14987	18788.8	172688.83
	OTHER SERVICES	5338.48	5737.29	5080.78	339.15	5869.22	5543.49	6802.19	6854.25	7842.14	7079.54	8111.69	5498.86	72836.07
	SPECIALTY RETAIL	1878.08	1463.58	1670.77	1894.92	1506.81	1253.06	1202.57	1177.65	1188.26	884.51	1238.36	2059.2	17416.77
	COMMERCIAL AND INDUSTRIAL	3687.2	2654.29	3214.48	3936.71	2661.18	2788.75	4040.63	2577.83	3564.7	3910.72	3765.58	3652.15	40834.23
	WHOLESALE DEALERS	6080.38	2237.24	3890.58	5315.6	2981.18	2404.87	6331.14	2509.34	3188.3	4623.29	3141	2228.79	45111.71
	TOTAL	86450.1	71406.6	73151.1	89031.7	71168.3	68287.5	72902.4	68595.7	68144.9	63043.5	72815.2	81176.7	883252.7

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
1984													
FOOD AND BEVERAGE	22326.7	25276.1	30412.4	25600.4	21328.9	19613.2	20164	18639.9	18238.5	17001.9	16379.8	17526.7	252508.5
APPAREL	3341.15	2830.88	1831.3	2145.19	1888.47	1540.34	1216.24	1278.12	1269.71	1102.06	985.67	1337.87	20707.02
GENERAL MERCHANDISE	13627.4	7997.65	7600.63	834.36	7688.06	7057	6503.15	6879.48	6386.37	5543.71	6254.34	8151.77	92103.92
AUTOMOTIVE	11862.8	13043.4	12029.4	16152.4	13567.8	13607	13163	12432.6	12598	12033.8	12278.7	12369.4	155139.1
FURNITURE AND APPLIANCE	2357.43	1831.14	1594.18	1424.38	1391.86	1412.92	1453.88	1122.31	861.74	1146.82	1912.02	1473.81	17982.5
LUMBER AND BUILDING MATERIAL	6717.32	5609.94	4472.3	4822.19	3626.98	4223.67	4508.95	3558.96	3275.71	3082.23	4115.16	4109.6	52123.01
CONSUMER SERVICES	20845.9	24627.9	21898.2	23320.6	16833.6	15243.9	11727.5	14392.4	13138.6	10104	13102.8	1399.8	199255.1
OTHER SERVICES	5721.13	4649.67	5950.26	6117.32	3464.79	6367.88	7153.8	7484.92	7847.82	7391.29	6850.2	6283.93	75063.11
SPECIALTY RETAIL	3116	2323.33	1886.3	2067.21	1637.55	1622.81	1334	1254.54	1479.16	1008.72	1336.77	1461.7	20526.11
COMMERCIAL AND INDUSTRIAL	4180.47	3584.69	3770.34	4613.64	3283.64	3260.21	4516.2	2944.86	3617.35	3123.37	3570.59	2971.33	43446.69
WHOLESALE DEALERS	2616.13	2840.7	4605.23	6708.59	4110.19	4224.48	6988.22	5002.19	3923.26	5742.53	3785.5	3907.99	54436.01
TOTAL	96811.6	94624.8	98049.7	101405	78801.1	78172.7	78709.2	74989.5	72576.5	67277.4	70370.8	73492.9	983281.3
1985													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	26104.8	22739.7	24391.8	28657.4	21738.5	21211.4	18443.6	20301	20686.1	17709.8	17848.1	23858.6	263680.8
APPAREL	1882.85	1802.64	2355.77	2732.98	1851.89	1728.56	1321.7	1435.74	1367.3	902.89	1103.62	1284.37	19770.13
GENERAL MERCHANDISE	13380.7	7710.97	8206.2	8956.11	8634.47	7919.7	7396.96	8115.56	7379.05	6450.92	6863.45	7653.59	98747.98
AUTOMOTIVE	14145.1	12545	12170	14567.1	12516.1	12514.5	12975.1	10481.9	14070.7	12443.9	12049	10113.6	150582
FURNITURE AND APPLIANCE	1914.15	1393.93	2805.61	1641.22	1861.57	1269.31	1112.69	1227.07	1195.64	1258.84	1681.23	1556.06	18887.32
LUMBER AND BUILDING MATERIAL	4445.68	4278.16	5433.41	4556.48	4395.54	4741	4221.78	4345.74	4804.94	4827.65	4809.64	53286.5	
CONSUMER SERVICES	16104.2	17798.4	22562.7	26398.3	24354.5	16183.5	14256	14555.3	14227.5	10614.5	13089.7	14316.2	204440.7
OTHER SERVICES	5627.11	6482.92	6622.48	6157.45	6800.34	7138.63	32924.1	8000.31	7842.3	8141.78	6949.34	7098.1	110081.02
SPECIALTY RETAIL	2529.52	1632.4	2057.45	2341.72	2055.45	1789.37	1485.58	1577.77	1777.65	1270.91	1212.79	1721.38	21401.98
COMMERCIAL AND INDUSTRIAL	3804.28	3732.33	3702.53	4652.42	4115.66	3416.65	4473.59	3636.73	3946.05	4740.9	4143.39	3973.28	46337.81
WHOLESALE DEALERS	8541.66	4056.31	4588.47	8085.71	3612.99	3872.93	7920.13	3594.57	3802.16	5325.8	4023.98	3322.86	68947.57
TOTAL	98759.2	84162.9	93998.8	109821	92047.9	81407.4	107050	77147	80799.5	73884.1	73871.5	79705.1	1052174.4

SOURCE: FLORIDA DEPT. OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH,
UNIVERSITY OF FLORIDA.

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1986	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	24452.1	24408.8	27871	29373.9	23684.3	20649.8	21044	22240.9	24546.8	19167.8	19715	27318.1	284682.7	
APPAREL	2286.18	1745.54	2356.26	2639.11	2923.07	1736.96	1431.04	1667.23	1687.21	1165.16	1325.14	1816.94	22761.84	
GENERAL MERCHANDISE	15198.2	9538.5	9418.24	10452.1	9080.05	8862.23	9395.68	9198.59	8612.6	7737.58	8427.8	6980	114683.57	
AUTOMOTIVE	14310.9	13940	12924	13971.7	12831.3	12021.3	11840.7	11211.9	11810.5	11370.1	12322.4	12120.2	150475	
FURNITURE AND APPLIANCE	2023.14	1636.4	1482.68	1668.47	1585.14	1331.06	1418.9	1453.16	1265.86	1508.19	1497.76	1573.48	18445.22	
LUMBER AND BUILDING MATERIAL	5387.32	5284.62	5190.7	5816.09	5353.52	4435.71	4873.45	4704.91	4788.04	5479.71	5544.87	5193.38	62008.3	
CONSUMER SERVICES	20582.6	22526.7	26593.1	30434	21811.9	20121.1	17384.4	19489.3	18381	13558	18092.9	19983.2	248000.2	
OTHER SERVICES	6719.34	6756.93	6114.78	8465.05	6736.72	5878.61	6165.92	7089.83	9743.85	9123.88	6797.93	7121.61	84616.06	
SPECIALTY RETAIL	3003.41	2031.16	2845.15	2985.16	2629.32	1973.14	2033.82	2013.32	2062.71	1778.74	1616.14	2179.3	27149.37	
COMMERCIAL AND INDUSTRIAL	5222.13	3827.27	4104.73	4780.84	4358.94	3630.42	5625.01	3816.96	4541.45	4963.41	4273.04	3771.85	52815.85	
WHOLESALE DEALERS	7421.77	4082.11	4018.52	5450.25	3754.58	2803.44	7887.42	4018.34	3318.85	5362.5	3321.8	3730.16	55157.74	
TOTAL	1066968	95757.2	102918	114015	95033	83342.9	88899.4	86904.7	80713.8	81203.2	82934.1	93767.1	1122086.5	
	1987	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	27553.6	27203.7	30569.4	32374.9	28452.4	25529.7	23976.3	2520.7	26020.4	22561.7	21302.5	28809.9	319577.2	
APPAREL	2710.74	2458.04	3216.47	3581.28	2894.29	2304.17	2058.15	2160.34	1938.83	1443.37	1472.34	1885.7	28123.72	
GENERAL MERCHANDISE	14904.5	10120.8	10865.4	11275.8	11253.9	11239.4	10255.7	10890.3	9856.69	8480.8	8651.41	10417.4	128171.9	
AUTOMOTIVE	14223.6	13460	13598.7	15625.2	13968.1	13801.6	15403.2	12871	14987.7	12331.6	12630.9	12884.9	165787.5	
FURNITURE AND APPLIANCE	2300.54	2047.98	2076.87	2683.7	1914.33	1838.56	1918.26	1650.01	1603.55	1779.19	1912.68	1928.34	23632.81	
LUMBER AND BUILDING MATERIAL	5919.41	5300.53	6068.98	6649.96	5745.53	5657.67	5932.41	9998.45	7601.39	8948.39	8709.88	8855.09	85387.69	
CONSUMER SERVICES	23402.6	27611.9	32284.1	37342.4	27827.6	26674	22464.8	24510.7	21204.2	18916.9	18888	22229.4	304356.6	
OTHER SERVICES	6729.98	6563.6	6147.16	6545.38	7032.13	6783.02	7040.84	9349.28	9828.1	10016.2	8813.23	7856.29	92805.01	
SPECIALTY RETAIL	3198.89	2404.13	3428.09	3539.46	3100.99	2520	2286.54	2706.94	2388.72	1934.09	2257.27	2355.36	32118.48	
COMMERCIAL AND INDUSTRIAL	5918.47	4080.67	4237.25	5734.58	5025.4	4867.42	6288.22	5321.84	5131.46	5636.39	5552.04	4960.16	62463.7	
WHOLESALE DEALERS	7626.57	3234.05	4380.7	5894.78	3609.61	3602.31	8652.08	6643.22	4325.84	5585.14	4285.08	4186.52	62035.71	
TOTAL	114486	104485	116872	131226	110824	104619	106262	112802	107284	101189	98834	109310	1318053	

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1988	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	28288.9	28443.4	32791.7	34202.5	32122.3	27723.2	25983	26211.5	27277.3	22494	24388.2	25247.9	335073.9	
APPAREL	279735	276278	3073.97	3683.87	3028.51	2462.7	2087.58	2217.67	2127.42	1465.53	1854.32	2270.77	28852.47	
GENERAL MERCHANDISE	17292.8	10623.5	11972.5	13309	12538.1	10608.8	10431.1	10600.3	10833.8	9427.89	9673.25	10881.7	137892.74	
AUTOMOTIVE	14737	14145.2	15285.4	15867	14457.6	14543.3	12623.7	12922.9	13545	12928.4	13022.4	11568.8	165646.7	
FURNITURE AND APPLIANCE	2637.84	2165.7	2201.84	2317.6	2039.97	1888.73	1838.41	1698.19	2018.51	1788.43	1994.67	2047.33	24647.22	
LUMBER AND BUILDING MATERIAL	10073.6	7307.01	6046.5	7091.23	6243.08	6194.36	7621.11	5321.4	5347.66	6349.5	58986	6008.17	76587.62	
CONSUMER SERVICES	25398.4	35578.7	37422.4	39621.7	36436	26763.1	22153.7	24137.1	24698.3	17400.7	21975.3	24199.1	339774.5	
OTHER SERVICES	7490.78	7292.56	6395.7	8634.31	9247.29	10479.1	9713.7	10495.1	11184.3	9157.4	8340.83	103807.49		
SPECIALTY RETAIL	3668.02	2973.23	3370.12	4129.12	3240.39	2773.32	2561.84	2410.92	2690.29	2068.82	2336.11	2581.49	35001.67	
COMMERCIAL AND INDUSTRIAL	8097.29	5975.58	5304.59	6052.53	6590.69	5906.7	6511.51	5522.49	6319.04	5806.04	5471.58	5722.48	73366.52	
WHOLESALE DEALERS	9141.08	4104.36	5051.97	7052.55	3753.39	4272	10777.1	4171.15	4180.52	5054.67	3879.96	4681.19	86129.94	
TOTAL	136901	123875	130726	143680	132103	115485	113680	106784	111888	96688.7	101086	104261	1417137.7	
	1989	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	36828.5	33113.2	36180.4	37916	29264	28702.4	24499	26820.2	31460.1	25464.6	24175	32973.2	367196.6	
APPAREL	3391.94	3489.78	3920.35	4456.33	3275.34	2782.45	2723.61	2769.7	2473.11	1929.14	2025.19	2488.5	35725.44	
GENERAL MERCHANDISE	18388.1	10834.6	51662.8	15447.1	12778.7	11465.5	11170.3	11822.3	11563.8	9016.22	10633.9	126580.7	146202.62	
AUTOMOTIVE	15233	14191	15023.4	18258.3	15710.9	15142.7	13157.3	11714	15174.1	12292	13920.4	13574.1	175389.2	
FURNITURE AND APPLIANCE	2890.39	2422.57	2504.2	2390.34	1934.69	2103.07	1891.99	1909.54	1954.75	1767.33	2168.96	1976.94	25914.77	
LUMBER AND BUILDING MATERIAL	6921.15	7282.14	6284.25	7051.18	5925.34	5438.41	6465.47	5426.62	5499.9	5553.98	6387.1	5805.52	74041.06	
CONSUMER SERVICES	34166.5	34425.5	42727.1	49059.6	33468.7	31387.8	26619.5	27934.9	27214.7	22736.4	25888.7	26982.8	382610.2	
OTHER SERVICES	8184.5	8513.8	5072.49	9321.14	8860.55	9178.47	10110.5	10807.1	13488.9	11598.4	10283.7	8950.61	114378.26	
SPECIALTY RETAIL	3985.19	3108.21	4130.36	4297.33	3158.98	2878.8	2623.11	2711.17	2686.89	2058.88	2268.15	2712.54	36985.49	
COMMERCIAL AND INDUSTRIAL	6874.94	6086.92	9440.05	6772.85	6201.47	6181.44	7239.82	5863.22	3881.27	6475.57	6768.81	5652.79	77219.95	
WHOLESALE DEALERS	10864.8	5890.38	5752.94	7903.58	5304.73	5286.76	9755.66	4400.81	5058.27	6481.84	6750.19	8083.45	81593.41	
TOTAL	147695	129715	183167	163466	128126	120968	116573	112395	120749	105610	111507	82797.4	1520768.4	

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

1990	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	34778.4	33477.3	35175.7	41487.9	33520.3	35754	28095.5	28164.9	35613.2	21400.5	28229.5	37767.8	393465
APPAREL	3501.1	3886.95	4066.43	4550.48	3859.78	3070.59	2649.67	2969.24	1987.34	2380.89	2512.98	160772.21	38000.04
GENERAL MERCHANDISE	18761.1	14178.6	14736.1	15043.2	14334.7	12826.3	12744.4	13145	12849.9	9018.01	11205.1	12329.8	160772.21
AUTOMOTIVE	13721.1	13797.5	15310.7	16294.5	14518	15562.1	14603.8	14244.7	15098.2	10045.6	17862.1	13908.7	175855
FURNITURE AND APPLIANCE	2551.64	2508.66	2356.11	2251.94	2031.33	3014.82	1985.02	2038.43	2041.44	1886.57	2055.56	2127.95	26829.47
LUMBER AND BUILDING MATERIAL	6882.41	7036.63	6195.35	8945.22	6077.38	8025	8695.83	6126.81	2948.67	5655.92	5838.53	5850.58	74174.33
CONSUMER SERVICES	30819.1	38950.5	46090.4	48282.3	37832.4	65082.3	27929	28759.3	28792.7	23407.9	27040.6	2852.5	43287.91
OTHER SERVICES	9171.51	10307.3	10277.7	9821.67	10987.1	10711.5	11425.1	12180.8	11870.2	12818.4	11408.8	10572.4	131662.48
SPECIALTY RETAIL	3804.88	2891.92	3726.01	4401.37	3446.35	3471.47	2784.5	3064.11	3126.25	2445.86	2598.61	3320.61	39179.94
COMMERCIAL AND INDUSTRIAL	6738.57	6472.39	7297.96	8147.77	7039.57	6821.42	6844.77	6414.59	6762	6221.09	6008.49	5387.97	80056.59
WHOLESALE DEALERS	10469.7	5935.18	5510.71	8575.7	4618.63	5819.87	9977.44	5649.29	6287.91	5985.36	6048.28	5815.56	80581.63
TOTAL	141273	139819	150886	166233	138544	168364	127984	122962	129168	101954	120736	128409	1636212
1991	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	35457.5	35127.8	37072.1	42841.3	30983	31994.5	29626.7	23778.8	31799.4	34778.8	28134.4	29462.7	391037
APPAREL	3621.31	3458.95	4061.64	4262.29	3985.7	3474.05	2865.66	3109.1	2690.26	2183.2	2627.52	2761.91	38081.59
GENERAL MERCHANDISE	18408.5	12595.1	13849.8	15376.1	14022.5	12066.7	11922.1	13127.2	13095.3	10672.9	12022.6	13433.8	160862.6
AUTOMOTIVE	14292.8	14159.3	13031.3	16032.1	14149.1	15084.8	13852.7	14742.7	15972.4	15858.7	16031.2	15632.8	178839.7
FURNITURE AND APPLIANCE	2359.97	2217.74	2370.81	2142.41	2041.17	1978.87	1770.23	1926.47	2022.22	178.26	1944.18	2061.05	24553.38
LUMBER AND BUILDING MATERIAL	5808.71	5857.44	5625.68	5242.49	5879.33	4893.81	5327.56	5434.33	4891.85	5276.74	4882.63	5141.68	64082.25
CONSUMER SERVICES	32602.8	38151.3	46317.3	52052.6	38643.7	34803	31973.6	29309.9	32800	2465.5	24579.1	33484.7	419183.5
OTHER SERVICES	10203.5	10901.1	10815.1	10276.1	10926.7	11429.4	7518.31	12345.4	12467.8	11916.4	10982.1	10204.9	129886.81
SPECIALTY RETAIL	4137.28	3862.33	4208.53	4258.78	3615.24	2956.16	3134.55	3483.7	3441.21	2579.84	2495.82	2700.98	41075.42
COMMERCIAL AND INDUSTRIAL	7226.17	7732.84	7372.85	7545	8133.09	6202.67	6968.31	6276.02	6651.36	7007.86	6980.73	6160.53	82257.23
WHOLESALE DEALERS	9998.82	5926.95	5665.88	8363.45	5908.41	6400.61	9796.04	6172.53	5930.97	6259.38	5739.57	5828.45	81989.06
TOTAL	144293	139998	149798	168610	137974	131272	124927	119902	131777	123372	116590	129531	1615442

SOURCE: FLORIDA DEPT. OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH,
UNIVERSITY OF FLORIDA.

MONROE COUNTY: GROSS SALES (\$1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1992	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL SALES
FOOD AND BEVERAGE	36778.9	40409.9	37068.1	40408.6	33375.4	32398.8	2889.7	33012.4	30658.2	34919.7	32259.2	39540.9	419639.8	
APPAREL	40223.54	3335.88	4046.15	4827.86	3532.47	3109.06	3494.77	3380.52	2708.22	2553.98	2776.17	3380.01	41169.53	
GENERAL MERCHANDISE	22165.4	14194.3	14736.8	17682.4	15886.7	13794.8	14122.4	17731.6	13316	12587.6	14668.2	15635.7	186519.9	
AUTOMOTIVE	14979.3	16670.1	15463.2	18113.5	17666.3	17070.7	15341.6	17116.1	15150.8	17824.7	19217.3	17789.1	202684.7	
FURNITURE AND APPLIANCE	3222.73	2439.4	2080.16	2607.87	2417.37	2147.48	1897.72	2123.44	1802.09	2307.11	2566.44	2843.98	28455.79	
LUMBER AND BUILDING MATERIAL	5871.81	5475.16	5379.7	6619.14	5699.97	5096.75	5389.3	5256.6	4711.12	6125	6132.78	6051.1	67818.43	
CONSUMER SERVICES	36090.7	40426.5	45949	55557.8	41323.5	35058.8	2720.6	34943.7	30419.7	23735.5	28294.8	33904.3	43295.7	
OTHER SERVICES	9753.84	8787.84	9713.77	10308.7	10280	8922.88	11437.2	12335.8	12708.6	11027.1	11529.7	11168.7	129973.73	
SPECIALTY RETAIL	4563.19	3746.53	4380.82	4554.79	3995.06	3498.16	3383.25	3833.38	3391.23	2666.09	2968.61	3562.82	44543.73	
COMMERCIAL AND INDUSTRIAL	7706.22	6437.74	7338.81	7846.93	6990.65	7311.6	7334.6	6914.56	6235.81	8305.72	8174.87	12336.8	92936.31	
WHOLESALE DEALERS	9279.56	9289.83	6122.56	8728.01	6994.74	7245.22	10565.6	7406.91	5376.65	8443.43	8220.38	8818.75	96491.64	
TOTAL	154666	152765	152494	177493	148348	136914	129294	144256	126892	136913	137365	155507	1746707	

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

1980	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	8372.7	11946.9	10698.4	9569.2	8216.4	6842.6	7579.5	7683.5	6269.8	7423.1	7369.1	10852.4	103075.7
APPAREL	844.7	1036.2	1169.8	986.8	712.4	603.5	597.3	594.7	540.4	504.9	696.9	1267.2	9544.7
GENERAL MERCHANDISE	6654.2	5606.1	4831.0	5243.0	5029.0	4686.7	4668.2	4338.4	4130.5	3860.8	4515.6	6329.0	62420.7
AUTOMOTIVE	6364.8	5622.1	6122.3	5560.6	5584.1	4795.4	4652.1	4717.9	4649.7	4710.5	4550.8	6412.5	63882.7
FURNITURE AND APPLIANCE	1085.3	1086.4	1064.0	1055.4	801.6	939.1	801.2	732.3	713.2	916.7	916.7	1342.3	11498.1
LUMBER AND BUILDING MATERIALS	3105.6	2898.9	3193.9	2650.8	2563.3	2892.8	2869.4	2378.4	2582.4	2860.0	2872.0	2845.9	33918.3
CONSUMER SERVICES	12814.6	13102.1	14213.2	10563.8	7771.9	6760.2	7165.2	8181.2	5682.2	8431.8	7627.8	10176.6	110522.4
OTHER SERVICES	1654.9	1556.3	1685.4	1851.3	1624.0	1737.3	1799.0	1955.5	1925.8	1753.8	1366.7	1743.9	20685.8
SPECIALTY RETAIL	1153.6	1231.7	1237.3	1179.9	820.3	753.3	713.1	710.0	598.3	703.7	940.5	1608.6	11650.2
COMMERCIAL AND INDUSTRIAL	2380.8	2282.5	2799.1	2053.9	1625.1	1823.8	1718.6	1607.9	1814.7	1622.2	1591.5	2236.9	23537.1
WHOLESALE DEALERS	1071.9	1215.9	1103.5	1215.9	988.9	1131.4	954.5	949.8	1074.8	1270.8	922.1	1590.6	13470.1
MONTHLY SALES	45806.9	46168.6	46306.1	41911.0	35722.1	32987.4	33527.8	33879.1	30011.4	31957.5	33381.3	48507.5	464178.7
1981	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	9567.2	12124.0	11251.7	9818.2	8643.1	7851.5	9864.5	8535.0	7012.8	8474.8	9688.2	9723.0	113854.0
APPAREL	854.9	1134.0	1341.0	1225.9	1083.6	894.9	836.3	759.0	662.0	655.8	865.5	1495.5	11818.4
GENERAL MERCHANDISE	3810.9	7206.4	5872.4	5449.7	5589.2	4730.1	4771.2	5591.2	3687.4	3879.6	5502.2	7116.7	63318.7
AUTOMOTIVE	5875.4	5786.6	5789.2	6359.7	4960.7	6009.5	5445.8	5025.7	5743.9	4715.3	4889.3	5059.0	65691.9
FURNITURE AND APPLIANCE	1062.4	820.1	837.4	914.3	746.3	38895.4	753.5	753.8	755.8	1168.8	1167.2	1258.7	48153.8
LUMBER AND BUILDING MATERIALS	2879.6	2773.2	2977.5	2877.7	2620.9	2872.5	3104.3	2715.7	2533.7	2963.7	2572.1	2855.1	33865.9
CONSUMER SERVICES	11416.9	12282.3	14513.9	10439.5	10520.8	8775.2	9655.3	7831.3	6873.5	7490.6	8337.1	8781.8	116716.2
OTHER SERVICES	1850.5	1744.5	1903.2	1824.5	1913.4	2486.1	2413.8	2522.2	2349.2	2146.0	2080.2	1875.2	25080.8
SPECIALTY RETAIL	1111.3	1257.7	1352.7	1214.4	1026.5	957.4	932.3	828.6	701.0	716.4	985.8	1717.3	12783.5
COMMERCIAL AND INDUSTRIAL	2843.3	2085.2	2474.9	1900.3	2897.0	2131.5	1947.7	1920.0	1915.8	1752.2	1861.2	2430.9	26179.7
WHOLESALE DEALERS	1308.8	1247.7	1509.1	1278.5	1125.9	1420.6	1065.7	1145.4	1345.8	1563.9	1655.8	1773.5	16441.5
MONTHLY SALES	42471.6	45575.1	49822.5	43412.2	42258.8	77804.4	40819.8	37627.8	33380.0	35826.8	39701.8	45116.2	536730.7

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1982	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	11226.1	12283.1	15015.7	13593.9	8982.2	8546.9	9152.8	8681.8	8484.3	7767.8	8617.2	12286.4	124618.2	
APPAREL	1175.6	1356.0	1571.0	1396.8	1014.2	822.1	692.5	650.1	683.2	842.3	986.8	1479.8	13072.3	
GENERAL MERCHANDISE	7033.8	5657.4	5702.1	6661.0	5739.9	5498.8	4897.4	5590.8	5132.5	3425.3	4623.3	6323.7	68286.1	
AUTOMOTIVE	5588.1	5792.3	7063.3	7743.5	5376.4	5349.0	5531.3	5019.7	4863.4	5315.5	4793.1	5741.1	88204.7	
FURNITURE AND APPLIANCE	1416.9	1384.1	1251.8	1012.5	652.2	754.4	968.2	716.9	599.6	748.9	833.0	1287.6	11724.1	
LUMBER AND BUILDING MATERIALS	3004.8	2171.0	2930.7	2507.1	2543.6	2635.4	1700.4	2310.1	2534.5	2280.1	2382.7	2885.7	28979.1	
CONSUMER SERVICES	11763.1	14412.8	15279.8	11985.8	8343.9	8982.0	10507.9	6972.0	6487.1	7153.8	10434.0	10445.1	12477.5	
OTHER SERVICES	2054.5	2024.6	1601.3	2319.5	2111.7	2253.4	2255.0	3032.3	2230.8	2288.1	2982.6	2557.7	2781.5	
SPECIALTY RETAIL	1085.8	1222.0	1510.8	1157.2	881.4	824.9	980.8	855.5	664.3	764.7	983.4	1548.5	12879.3	
COMMERCIAL AND INDUSTRIAL	2087.8	2362.0	2598.1	2285.8	1802.5	2096.9	1795.7	2165.7	1919.6	2085.8	1844.7	2508.5	25363.6	
WHOLESALE DEALERS	1585.2	1535.2	1225.7	1586.9	1023.5	1005.5	596.1	2297.0	1580.3	930.1	308.2	1225.3	14908.9	
MONTHLY SALES	48016.8	50228.9	55780.7	52249.2	38571.0	38869.0	39275.7	40491.2	35189.1	33602.0	38638.3	50381.8	521298.8	
	1983	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	10808.9	11772.3	16020.8	11434.1	11515.1	9090.1	10789.8	9770.0	8188.0	9870.0	9189.3	11202.8	128811.1	
APPAREL	1281.5	1554.3	1770.7	1456.8	1313.4	1026.3	1006.8	1105.8	747.5	1048.6	1055.4	1787.5	15174.8	
GENERAL MERCHANDISE	7881.2	4758.1	5754.5	4922.6	6294.0	4563.8	5251.5	5047.1	4312.0	6459.3	5453.2	10375.6	71073.7	
AUTOMOTIVE	5553.4	5529.9	6588.7	6474.9	5578.2	6590.5	6404.1	5604.6	5312.7	6000.1	6983.4	6308.4	72886.9	
FURNITURE AND APPLIANCE	1125.3	915.3	991.4	887.2	822.6	891.4	774.5	923.7	699.9	928.4	1119.5	1273.7	1130.7	
LUMBER AND BUILDING MATERIALS	2358.3	2652.5	3087.6	2516.4	2845.3	2902.8	2632.0	2686.2	2875.3	3522.7	3061.8	3789.4	34940.4	
CONSUMER SERVICES	11205.9	13890.1	18085.6	12012.8	10344.5	8949.9	10351.2	9037.3	6520.1	12180.5	10483.2	11269.1	134321.4	
OTHER SERVICES	2950.9	2421.4	2486.3	2693.0	2647.7	3008.6	3010.2	3788.0	3002.8	4128.9	2863.4	2944.9	35934.0	
SPECIALTY RETAIL	1179.2	1377.4	1848.1	1280.7	1032.9	1013.5	952.3	885.9	750.6	1035.6	1092.7	1783.3	14122.2	
COMMERCIAL AND INDUSTRIAL	2019.8	2109.8	2581.8	1847.3	1809.8	2300.3	1715.8	2086.1	2428.5	2237.5	2088.0	2347.5	25861.2	
WHOLESALE DEALERS	558.1	1288.2	1208.0	1298.9	798.3	737.4	984.6	851.8	1052.9	1182.1	1228.3	1327.1	12453.8	
MONTHLY SALES	48920.8	48249.5	59203.0	46794.9	45068.9	41072.1	43832.3	41845.8	35989.8	48601.1	44608.7	54426.6	538523.5	

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

1984	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	12332.4	15755.4	14489.2	12621.2	12733.9	10675.0	11227.4	10720.5	9066.1	9659.2	9879.4	13585.5	142545.2
APPAREL	1483.4	1729.6	2088.4	1781.6	1384.9	1062.6	1145.1	1158.2	1084.4	901.4	1221.8	1735.8	16797.1
GENERAL MERCHANDISE	5942.4	6372.0	6826.9	6899.2	6842.8	5448.2	5738.6	5377.1	5247.4	5129.3	6195.1	11878.2	77395.4
AUTOMOTIVE	6732.1	6052.6	6378.3	7351.3	6763.9	6323.7	6765.5	6448.5	5453.6	6547.4	6754.1	6472.4	80043.5
FURNITURE AND APPLIANCE	987.1	1080.2	1119.8	953.0	966.8	983.6	884.2	711.3	1053.3	998.7	971.4	1540.7	12250.0
LUMBER AND BUILDING MATERIALS	3136.8	3427.7	3622.3	2836.9	3278.0	3446.7	2682.3	2627.7	2443.1	3026.4	2892.6	3309.5	36840.9
CONSUMER SERVICES	12442.0	14505.4	19449.7	14618.2	12736.5	9168.4	11573.6	11857.0	7920.4	8791.8	12300.5	14812.8	150176.0
OTHER SERVICES	2829.3	3014.2	3370.0	3413.3	3280.6	3396.7	3269.5	3644.1	3343.0	3206.1	3088.6	2832.7	36898.1
SPECIALTY RETAIL	1300.8	1633.4	2088.3	1367.1	1615.9	1098.1	1081.7	1288.6	846.7	1165.9	1307.4	2193.7	16898.7
COMMERCIAL AND INDUSTRIAL	1654.7	2505.6	2531.9	1975.6	2010.8	2786.5	1688.8	1915.3	2285.0	2080.1	2041.1	2541.9	26535.1
WHOLESALE DEALERS	1456.9	1975.1	1446.0	1465.0	1807.5	1178.8	1355.1	1117.3	1248.0	1159.1	1563.7	1582.4	17134.6
MONTHLY SALES	50317.6	58060.6	65410.1	55081.8	53242.1	45568.6	47599.4	46865.1	40000.5	42674.6	48115.3	62082.7	815598.4
1985	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	12120.1	14280.5	16849.9	13136.3	12916.7	11178.6	12610.4	11995.5	9590.1	10188.0	12639.9	13218.8	150732.8
APPAREL	1675.8	2059.8	2555.1	1715.7	1658.7	1262.1	1309.1	1207.4	857.4	1036.2	1249.9	1904.7	16551.8
GENERAL MERCHANDISE	6332.0	6710.2	7509.6	7013.2	8468.7	6058.2	6454.0	6033.5	5284.8	5944.4	6382.3	11988.5	81869.3
AUTOMOTIVE	6629.1	5833.7	6314.4	5882.0	5770.8	5850.3	5471.8	5744.8	5285.8	5432.7	5337.8	6405.4	69558.8
FURNITURE AND APPLIANCE	1286.3	1017.7	1336.0	1017.2	1028.2	911.5	1033.4	977.0	1050.5	1388.5	1310.4	1732.4	14120.0
LUMBER AND BUILDING MATERIALS	3568.6	3542.6	4501.6	3711.1	3803.5	3867.8	3361.1	3473.9	3667.0	3847.2	4037.8	4286.2	45358.3
CONSUMER SERVICES	14830.2	18920.2	21612.8	20902.2	13010.2	10949.2	11878.7	11168.1	8169.8	10643.8	11927.1	16362.1	170392.4
OTHER SERVICES	3488.4	3308.0	3204.2	3598.3	3689.3	3728.9	3690.9	3681.1	3725.8	3304.9	3401.0	3370.5	42212.5
SPECIALTY RETAIL	1420.3	1821.4	2041.1	1802.4	1545.7	1222.9	1335.3	1453.4	1043.7	1025.7	1521.4	2588.2	18821.5
COMMERCIAL AND INDUSTRIAL	2249.5	2440.0	2789.0	2593.3	2108.2	2838.0	1878.7	2367.3	2858.1	2638.9	2824.9	2790.1	30451.8
WHOLESALE DEALERS	1897.3	2258.6	2195.8	1348.8	1683.0	1201.0	1226.0	1111.5	920.2	1473.0	1494.9	1422.4	17950.4
MONTHLY SALES	55327.0	62190.3	70888.6	62520.9	53453.6	48865.9	50246.7	49220.8	42430.7	46742.5	52238.7	660012.8	88168.7

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	14061.5	15980.5	17839.4	14902.4	12786.7	12459.8	13823.8	14955.2	10832.2	12075.5	14683.2	15998.6	169880.2
APPAREL	1637.3	2284.1	2479.5	2785.3	1661.6	1285.6	1576.7	1623.5	1073.3	1240.0	1689.4	2386.3	21892.6
GENERAL MERCHANDISE	7151.7	7828.1	8724.0	7394.5	7085.1	7260.4	7575.7	7054.1	6041.0	6741.4	7419.7	13038.2	93314.9
AUTOMOTIVE	6477.4	6463.8	6955.4	6875.7	6276.6	6933.7	6176.3	6015.2	6262.2	6274.4	6847.3	8113.9	79428.0
FURNITURE AND APPLIANCE	1409.4	1274.7	1487.8	1247.2	1116.1	1157.1	1225.3	1072.0	1230.1	1255.9	1414.8	2057.4	15947.5
LUMBER AND BUILDING MATERIALS	4318.7	4355.8	4934.8	4498.3	3821.2	3959.5	3894.1	3977.3	4845.3	4732.2	4578.7	4988.6	52684.4
CONSUMER SERVICES	18611.5	22750.0	24846.9	18192.2	18652.5	13830.5	15844.4	15588.7	10784.7	14500.2	16859.5	18772.4	208313.5
OTHER SERVICES	3416.7	3171.7	3319.2	3801.0	3194.7	3163.9	3344.8	4278.0	5194.9	3332.1	3509.8	3381.6	42888.5
SPECIALTY RETAIL	1689.4	2370.1	2470.9	2188.9	1657.9	1716.4	1670.3	1772.7	1463.9	1330.9	1873.0	2743.4	22957.7
COMMERCIAL AND INDUSTRIAL	2457.5	2856.0	2968.0	2880.5	2428.5	3047.4	2433.0	2649.6	3081.5	2600.0	2433.2	3313.8	32758.8
WHOLESALE DEALERS	1688.5	1628.1	1549.4	1863.7	1223.2	1196.6	1480.4	1317.1	1152.4	1346.4	2087.0	1878.6	16209.5
MONTHLY SALES	62827.0	70753.4	77376.6	65999.1	58103.6	55980.3	58144.3	60303.9	51825.0	55428.9	63174.9	77230.3	758347.3
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	18627.6	18405.7	20780.1	17091.8	16301.9	14355.9	16079.4	15531.2	13194.0	12586.6	15713.7	17132.3	193833.2
APPAREL	2372.8	3115.9	3439.6	2784.7	2203.1	1895.9	2051.3	1784.3	1384.4	1362.8	1921.1	2651.8	26847.6
GENERAL MERCHANDISE	8343.7	8639.1	9408.0	9181.0	8748.4	8324.0	8822.9	8197.9	8816.1	7053.9	8860.9	14891.8	107447.6
AUTOMOTIVE	7298.8	7130.6	7851.6	7859.4	8075.3	7752.9	8629.9	8055.4	6555.3	7059.2	7902.2	8523.8	90093.9
FURNITURE AND APPLIANCE	1766.9	1616.0	1961.7	1617.6	1567.7	1602.4	1417.5	1361.5	1482.3	1614.9	1688.5	2234.2	19931.1
LUMBER AND BUILDING MATERIALS	4458.7	5125.7	5904.4	5073.0	4608.5	4989.0	4939.4	4986.1	5052.0	5556.9	8469.8	8556.9	63988.5
CONSUMER SERVICES	23587.7	28768.9	30051.5	23252.4	22277.0	17841.9	18509.0	16861.0	14284.5	16862.5	17271.1	23350.8	251968.3
OTHER SERVICES	3451.8	3308.2	3474.6	3630.0	3547.5	3576.8	4258.0	4826.1	4526.3	4786.0	4569.8	4070.7	48087.3
SPECIALTY RETAIL	2036.9	2865.8	3044.3	2610.1	2127.2	1944.7	2357.7	2028.0	1612.5	1673.3	1827.6	3348.4	27676.4
COMMERCIAL AND INDUSTRIAL	2780.0	3033.2	3589.9	2874.7	3034.7	3435.2	3489.6	3359.3	4017.1	3513.5	3843.8	4897.5	41748.4
WHOLESALE DEALERS	1382.6	2026.2	1805.2	1327.4	1300.2	1426.4	1747.8	1648.8	1750.5	1446.1	2016.5	2085.2	19852.8
MONTHLY SALES	74106.5	82392.8	91310.2	77401.4	73740.0	68978.9	72005.8	68711.7	62713.6	65227.1	72778.2	91643.1	90009.9

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1988	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	15501.0	20312.7	21572.1	18383.3	16338.3	15499.7	16725.3	16143.2	12669.3	14440.8	15087.1	20041.2	202894.0	
APPAREL	2850.9	2889.7	3523.5	2841.2	2339.5	1960.7	2075.3	2058.6	1417.2	1781.2	2131.5	3090.5	28863.7	
GENERAL MERCHANDISE	8830.6	8806.5	10804.4	10356.6	8778.1	8584.7	8770.7	8683.8	7548.0	7862.2	8023.3	15758.0	115052.5	
AUTOMOTIVE	8203.4	7941.4	9358.1	8548.9	8100.3	7237.1	7447.2	7807.2	7407.8	6893.5	63912	8763.8	93800.8	
FURNITURE AND APPLIANCE	1883.9	1919.9	1896.6	1746.4	1635.0	1558.1	1408.1	1619.4	1423.6	1623.6	1774.0	2538.6	21106.4	
LUMBER AND BUILDING MATERIALS	5567.8	4769.6	6007.1	4668.6	4696.1	5973.0	4143.1	4300.3	5319.0	4991.8	4939.9	5892.1	61318.4	
CONSUMER SERVICES	32553.4	32268.1	33743.8	31582.7	22581.7	18091.1	20689.2	21017.3	14336.2	16837.6	21277.3	28590.1	298808.7	
OTHER SERVICES	4707.4	3969.7	4288.4	4180.6	5162.0	4331.1	4288.9	4252.1	4157.9	3978.7	3375.7	3408.2	50075.0	
SPECIALTY RETAIL	2356.2	2733.2	3332.8	2577.0	2204.0	2022.0	1955.2	2150.8	1633.1	1691.3	2121.4	3195.7	28174.7	
COMMERCIAL AND INDUSTRIAL	4077.6	3673.2	4162.0	4345.1	3839.7	3917.5	3521.9	4569.0	4055.6	3565.8	3821.7	4473.1	47832.2	
WHOLESALE DEALERS	1908.1	2237.5	2126.8	1424.1	2062.8	1728.8	1545.3	1364.5	1373.9	1538.1	1734.0	2384.9	21429.6	
MONTHLY SALES	89538.9	84515.0	101530.0	91294.3	78170.4	71233.6	72738.9	73863.0	61401.7	67623.6	71507.8	87943.4	871430.7	
	1989	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	20258.8	21269.7	24438.3	18521.3	18240.6	15449.7	17453.5	18307.9	14411.9	14732.1	17671.9	18088.8	219820.6	
APPAREL	3377.0	3758.5	4206.2	3043.3	2665.3	2489.2	2560.5	2354.4	1741.6	1908.8	2314.1	3254.7	33703.5	
GENERAL MERCHANDISE	8802.6	48823.8	12526.4	10448.1	9411.0	9288.0	9888.2	10942.8	6983.8	8542.9	28855.4	16270.2	122861.4	
AUTOMOTIVE	7628.1	8536.7	10361.3	8911.5	8268.6	7288.4	6417.6	8142.9	6532.1	7303.4	6827.0	7586.6	94094.7	
FURNITURE AND APPLIANCE	2040.5	2050.4	1978.6	1596.7	1646.3	1581.1	1570.6	1622.4	1490.3	1794.4	1553.7	2146.1	21070.1	
LUMBER AND BUILDING MATERIALS	6010.4	5286.0	5372.5	4862.9	4553.8	5133.0	4652.4	4627.6	4786.7	5463.6	4818.5	6039.1	62106.3	
CONSUMER SERVICES	28652.3	37908.6	42749.0	28310.4	26940.3	21053.6	24077.2	22922.0	18211.6	21947.2	23171.7	26135.7	324278.6	
OTHER SERVICES	3619.7	2192.9	3794.4	4088.3	4031.4	4157.6	4458.9	5167.0	4377.7	4138.5	3758.4	3862.5	47744.2	
SPECIALTY RETAIL	2578.9	3408.9	3585.2	2639.8	2538.1	2199.3	2289.7	2228.1	1647.2	1873.0	2168.2	3170.6	30285.9	
COMMERCIAL AND INDUSTRIAL	4953.7	5455.7	4449.6	4281.2	4160.6	4525.2	4278.1	3552.4	4591.2	4800.2	4200.2	4513.1	53771.2	
WHOLESALE DEALERS	2747.4	1848.6	1833.6	1832.2	1898.6	1631.5	1519.6	1687.4	1603.5	1620.6	2437.7	2248.6	22908.5	
MONTHLY SALES	82182.5	140757.0	116145.0	89812.4	84439.3	74793.5	79021.7	81652.5	86383.5	74198.4	40209.7	84459.5	1033853.0	

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

1990	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
98787.8	108772.0	115893.0	89525.6	93505.1	82257.7	84067.4	85279.9	68132.5	79119.9	63248.1	98058.2	1095049.2	
21191.6	22376.5	24871.9	21960.6	21584.0	17385.0	18592.3	20902.8	13654.1	17093.6	18748.8	20147.5	238516.7	
FOOD AND BEVERAGE													
APPAREL													
3465.5	3878.0	4377.7	3842.9	2830.1	2484.7	2594.5	2817.5	1843.6	2193.4	2389.0	3427.3	35705.2	
GENERAL MERCHANDISE													
11174.0	12284.8	12374.4	11621.8	10235.2	10138.4	10854.7	10346.1	6890.6	8710.3	8805.9	15713.5	130354.2	
AUTOMOTIVE													
7588.0	8865.1	8889.2	8342.1	8552.6	8057.8	7870.8	7884.1	5162.7	9850.4	7195.4	7678.2	95837.1	
FURNITURE AND APPLIANCE													
2147.9	1906.1	1819.9	1611.0	1619.0	1553.1	1854.1	1582.4	1527.3	1721.4	1847.8	2002.4	20986.2	
LUMBER AND BUILDING MATERIALS													
5260.7	5298.6	6158.2	5121.5	5039.9	6242.8	4616.0	3387.2	4813.8	5099.8	4893.7	5120.8	61084.7	
CONSUMER SERVICES													
34128.8	39489.1	41521.7	32547.8	29057.7	22943.8	24286.1	24692.6	19558.4	21652.2	25446.1	27372.4	342698.5	
OTHER SERVICES													
4343.5	4519.5	4418.5	5221.2	4604.1	4762.2	5010.7	4498.8	5673.2	4862.0	4605.0	4875.9	57164.5	
SPECIALTY RETAIL													
2452.5	3030.9	3645.1	2881.1	2823.0	2469.0	2598.8	2697.1	2055.6	2171.2	2516.9	3419.4	32700.7	
COMMERCIAL AND INDUSTRIAL													
4815.7	5398.9	5549.3	5063.7	4620.7	4691.3	4428.9	4732.5	4545.0	4070.1	3830.9	4680.1	56528.1	
WHOLESALE DEALERS													
2342.9	1885.4	2291.9	1342.8	2210.6	1895.4	1724.3	1880.0	2277.2	1650.8	1762.2	1837.8	22861.0	
MONTHLY SALES													
98787.8	108772.0	115893.0	89525.6	93508.1	82257.7	84067.4	85279.9	68132.5	79119.9	63248.1	98056.2	1095049.2	
1991	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE													
22311.8	23132.8	28561.7	20861.9	21578.6	18886.9	18133.5	18543.4	17741.9	18951.5	17676.2	20918.6	244428.6	
APPAREL													
3274.6	3878.2	4033.1	3684.1	3193.6	2736.8	2940.6	2591.8	2050.5	2486.6	2413.4	364.8	36816.3	
GENERAL MERCHANDISE													
10180.2	11308.3	12222.1	11140.4	9737.0	9832.1	10458.9	10816.9	8515.7	9474.7	10932.6	18374.8	132793.7	
AUTOMOTIVE													
7892.2	7092.7	9286.4	8553.3	8581.4	7768.8	8347.1	8423.4	7617.6	7788.3	7610.2	8229.2	97208.8	
FURNITURE AND APPLIANCE													
4556.6	4756.6	4345.0	4786.8	4221.1	4556.3	4545.7	3962.8	4433.7	4168.2	4482.7	4789.2	53628.7	
LUMBER AND BUILDING MATERIALS													
33919.2	40351.3	46246.2	33945.7	29808.9	25899.4	29194.7	27877.4	16926.9	20881.0	29513.2	31420.2	367884.1	
CONSUMER SERVICES													
4534.3	4816.9	4673.2	4630.7	4985.5	3887.2	5248.7	5415.0	5261.9	4902.2	4641.0	4529.0	57525.8	
OTHER SERVICES													
3316.9	3500.5	3562.3	3175.7	2499.5	2376.4	2874.6	1955.8	2021.2	2161.5	3571.4	34146.3		
SPECIALTY RETAIL													
5243.1	5310.5	5142.8	4838.9	4525.2	4780.0	4871.4	5270.5	5824.2	5035.8	4839.2	5329.1	60408.4	
COMMERCIAL AND INDUSTRIAL													
2184.8	1907.4	1851.9	1841.1	2035.1	1469.3	2197.3	1767.4	1498.1	1833.7	1748.6	2710.2	22974.8	
WHOLESALE DEALERS													
99316.0	108030.0	119895.0	99113.4	92516.6	83670.3	90434.4	89971.9	74998.5	77014.2	87686.9	106262.0	1128879.2	

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

MONROE COUNTY: TAXABLE SALES (1,000'S) BY YEAR, MONTH AND ECONOMIC SECTOR

	1992	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	24180.7	24041.4	27152.0	22215.3	22239.5	18642.0	22721.5	18634.1	19054.0	20994.6	23547.3	23417.5	267838.9	
APPAREL	3139.0	3600.2	4366.4	3148.6	2784.0	3171.7	2885.9	2441.1	2294.1	2482.3	3129.0	3877.1	37598.6	
GENERAL MERCHANDISE	11583.0	12078.6	14061.8	12983.6	11334.9	11144.8	15272.3	10778.8	10034.8	12013.0	11690.7	21313.5	154287.7	
AUTOMOTIVE	8025.6	8685.1	9899.0	9585.4	9422.2	8430.8	9707.5	7450.6	10164.0	10497.0	9853.3	11073.8	113815.1	
FURNITURE AND APPLIANCE	2034.6	1884.7	2045.8	1944.6	1730.0	1573.4	1663.2	1488.5	1655.1	2045.1	2198.8	2846.2	22988.0	
LUMBER AND BUILDING MATERIALS	4584.7	4408.1	5422.3	4574.3	4176.0	4535.7	4321.3	4037.3	5219.2	5186.7	5290.6	6320.0	58038.2	
CONSUMER SERVICES	36378.8	40270.2	48298.8	35519.3	30812.2	23424.2	30453.5	25940.8	18805.8	23674.1	28512.4	30873.5	372851.8	
OTHER SERVICES	4496.2	4494.2	4819.2	4704.5	4626.6	5084.6	5205.0	5506.3	4771.8	4973.7	4726.9	3215.4	58674.5	
SPECIALTY RETAIL	3029.8	3550.6	3842.8	3201.0	2806.4	2833.5	2858.2	2703.8	2124.4	2420.4	2737.7	3685.1	35491.7	
COMMERCIAL AND INDUSTRIAL	5093.8	5761.6	6027.7	5199.0	5306.8	5205.8	5365.6	4801.3	5191.2	5381.0	5820.2	6373.5	65407.8	
WHOLESALE DEALERS	2484.0	1983.4	2221.4	2447.7	2803.1	1875.2	2121.5	1883.9	2531.8	2618.4	1536.3	3005.2	27511.8	
MONTHLY SALES	108052.0	110753.0	128099.0	105540.0	97960.3	85742.0	102795.0	86465.7	81952.4	92442.2	86989.5	116403.0	1213114.1	
	1993	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	YEARLY SALES
FOOD AND BEVERAGE	125084.0	120393.0	141611.0											
APPAREL	25290.6	24646.2	29389.4											
GENERAL MERCHANDISE	3937.6	4213.4	4988.1											
AUTOMOTIVE	13522.3	11358.1	15545.3											
FURNITURE AND APPLIANCE	10313.5	10536.2	12318.2											
LUMBER AND BUILDING MATERIALS	2363.3	2558.5	2488.1											
CONSUMER SERVICES	5354.9	6210.4	7448.2											
OTHER SERVICES	43260.7	42662.6	52088.6											
SPECIALTY RETAIL	3489.7	3931.0	4338.2											
COMMERCIAL AND INDUSTRIAL	6046.6	6384.1	6814.2											
WHOLESALE DEALERS	3724.0	2937.1	2617.5											
MONTHLY SALES	125084.0	120393.0	141611.0											

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

APPENDIX 4: TOURIST DEVELOPMENT TAX PROCEEDS

MONROE COUNTY ALL DISTRICTS: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND MONTH

MTD	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	57,039.65	168,624.35	224,552.70	260,435.95	359,407.09	392,581.38	440,063.27	410,486.41	446,587.81	502,155.42
FEB	72,889.31	244,256.99	310,744.05	340,740.55	393,318.60	488,552.78	511,655.89	530,336.37	506,988.55	590,086.67
MAR	108,840.53	259,778.98	338,077.58	393,942.20	404,041.98	510,081.39	568,197.33	566,380.16	549,149.42	635,032.15
APR	146,804.44	166,516.77	192,030.11	260,045.32	281,677.15	308,884.02	400,325.38	360,999.67	410,886.51	474,107.85
MAY	125,881.90	122,731.56	175,672.74	212,608.10	218,878.89	272,619.12	303,460.09	317,766.24	339,498.48	
JUN	73,514.50	113,549.72	140,504.64	166,186.76	183,753.87	208,634.85	279,778.13	282,619.70	274,573.05	
JUL	118,806.08	144,276.84	169,976.79	201,966.40	207,187.06	251,486.87	276,502.26	284,584.19	361,563.07	
AUG	86,986.23	126,732.65	160,078.70	179,378.45	210,633.12	241,909.52	292,117.94	321,084.77	321,072.81	
SEP	60,022.46	69,806.61	95,907.67	187,710.87	136,169.29	169,032.89	206,103.08	188,165.83	209,680.94	
OCT	84,325.71	93,144.60	129,670.26	136,540.77	176,767.18	202,388.49	225,234.57	225,068.67	281,307.53	
NOV	91,053.14	110,889.13	145,983.85	146,142.90	195,242.78	207,887.36	245,660.03	256,506.67	289,590.03	
DEC	128,956.92	172,377.27	202,460.08	203,598.10	330,603.35	292,090.19	335,014.49	361,446.58	411,576.11	
Total	1,155,220.87	1,792,685.47	2,285,657.17	2,689,282.37	3,087,680.36	3,546,148.87	4,084,112.46	4,086,365.26	4,392,452.31	

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

MONROE COUNTY DISTRICT I: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND MONTH

MTH	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	57,039.65	82,414.58	107,600.20	130,426.15	195,052.43	187,861.83	230,315.57	213,715.09	229,683.79	262,133.37
FEB	72,689.31	112,028.96	144,233.09	171,260.38	205,844.49	235,025.31	242,255.77	283,510.95	259,960.75	298,062.33
MAR	108,940.53	119,013.71	161,718.33	195,624.85	215,440.20	243,813.76	287,386.48	297,483.99	287,560.94	335,017.16
APR	89,065.87	89,180.19	91,919.24	135,643.32	154,921.11	149,743.69	186,012.00	198,869.39	220,453.58	245,355.96
MAY	78,616.39	60,766.27	86,480.54	111,890.48	120,990.37	149,609.49	153,478.19	171,695.14	183,201.38	
JUN	34,147.16	49,126.12	70,952.21	77,593.81	93,954.92	91,576.04	136,991.19	140,824.07	141,321.17	
JUL	65,355.60	64,301.06	72,110.14	94,335.38	105,673.58	120,132.31	132,442.51	147,336.81	179,562.40	
AUG	39,896.02	61,149.12	75,595.33	89,547.39	108,258.44	111,604.13	137,645.77	155,556.50	158,993.79	
SEP	30,843.76	30,958.17	49,327.89	68,079.06	67,016.59	76,239.22	116,403.86	109,435.73	115,894.49	
OCT	45,889.20	47,224.11	67,462.09	82,067.26	89,272.73	115,944.31	136,204.51	141,214.67	148,856.98	
NOV	50,053.28	58,447.87	76,207.48	80,825.23	1116,174.14	106,800.45	144,007.04	154,220.84	165,300.72	
DEC	61,055.57	72,741.86	101,854.81	107,429.01	156,017.33	139,990.05	188,537.98	187,655.90	197,373.90	
Total	733,612.34	847,352.02	1,105,461.35	1,345,022.32	1,638,616.33	1,728,340.59	2,091,680.87	2,201,499.08	2,288,143.89	

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

MONROE COUNTY DISTRICT II: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND MONTH

MTH	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	11818.94	17677.28	26766.58	26998.08	30686.68	33195.57	18065.80	24577.68	29549.68	
FEB	17871.06	23832.02	26992.56	35160.63	34531.81	37392.55	28881.76	27379.90	34246.03	
MAR	13637.12	25303.13	35750.89	25570.04	34313.63	40493.95	24847.73	27841.43	35951.32	
APR	6831.48	6582.90	12815.04	21771.97	19368.78	17401.31	26636.72	13996.03	16291.18	25100.38
MAY	5585.96	5359.17	14014.25	15631.11	14707.27	16299.20	19405.67	10867.93	13153.05	
JUN	5056.26	8293.93	9319.21	14537.97	14444.77	16321.16	18068.24	10692.14	11761.81	
JUL	8313.57	9972.51	15815.32	17512.10	10943.67	18998.21	20060.06	16322.72	19781.33	
AUG	5511.88	6604.35	11889.20	14994.45	16026.87	17023.30	22832.33	19356.28	21514.93	
SEP	3487.45	6790.07	7821.16	9959.46	9602.46	13191.83	15302.08	8096.41	8157.50	
OCT	7912.51	10609.69	14477.76	12025.32	12553.19	14655.32	13989.81	9311.83	10131.46	
NOV	3883.71	9047.76	11490.16	12464.51	14202.33	18927.38	17569.69	10748.72	11178.55	
DEC	8623.39	16067.83	19399.48	19861.52	21332.10	23394.21	25364.47	19987.84	22680.73	
Total	55206.21	122655.33	183854.01	228268.44	220910.19	255744.04	290311.14	191175.19	214449.55	

SOURCE: FLORIDA DEPT. OF REVENUE, BUREAU OF ECONOMIC AND BUSINESS RESEARCH

MONROE COUNTY DISTRICT III: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND MONTH

MTH	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	29,600.84	34,514.12	37,906.24	55,447.45	43,286.50	51,242.98	56,469.08	54,248.85	59,391.39	
FEB	37,977.24	51,087.53	58,459.97	54,083.03	68,284.59	78,433.20	77,365.68	69,316.20	81,338.69	
MAR	45,249.34	68,055.59	64,154.49	52,370.95	75,391.41	79,575.71	80,285.27	65,510.37	75,255.85	
APR	15,887.87	24,286.21	25,539.09	38,591.05	41,602.08	38,795.37	55,824.78	39,560.50	50,653.51	55,375.15
MAY	14,038.13	18,109.21	24,684.84	31,166.06	29,878.84	30,642.40	35,755.89	40,733.92	37,068.23	
JUN	12,340.44	21,706.01	21,990.05	25,880.66	27,122.19	28,631.31	38,213.41	36,010.22	36,872.52	
JUL	22,582.03	33,509.54	31,238.99	36,364.85	31,020.42	40,409.35	42,082.64	47,257.75	49,656.09	
AUG	19,177.31	23,347.82	32,637.19	32,254.61	30,771.61	40,194.87	43,216.99	50,807.22	46,941.51	
SEP	9,570.86	10,494.61	12,436.66	16,165.33	22,107.11	17,817.43	16,032.64	18,689.45	16,352.90	
OCT	11,970.62	10,472.98	14,849.16	12,142.84	20,792.16	18,154.93	19,758.75	18,443.91	30,086.16	
NOV	12,123.64	13,010.74	19,325.92	20,623.54	22,861.21	24,195.77	19,624.20	20,898.93	25,790.84	
DEC	19,662.92	37,533.07	30,678.41	31,342.69	60,966.11	35,417.80	37,660.30	39,319.86	46,186.34	
Total	137,354.02	305,287.59	367,037.55	405,052.33	449,023.16	461,221.73	519,423.49	525,929.79	528,661.42	

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

MONROE COUNTY DISTRICT IV: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND MONTH

MTH	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	16,815.29	23,941.88	24,430.94	27,222.33	66,441.34	56,001.12	49,976.39	55,308.80	59,345.87	
FEB	28,512.83	29,860.35	32,411.71	34,637.97	57,342.60	70,021.82	60,536.23	66,531.43	74,563.28	
MAR	31,973.07	32,032.12	41,148.78	46,443.32	64,029.68	76,581.76	74,964.84	69,868.30	78,351.74	
APR	17,305.82	22,463.28	20,870.94	28,522.93	26,130.69	46,030.56	62,575.18	53,543.47	55,103.52	60,813.16
MAY	14,106.85	19,229.87	24,418.21	25,549.32	32,233.82	38,003.38	48,514.75	48,757.05	50,224.55	
JUN	13,027.09	20,576.47	20,461.96	19,989.48	23,755.28	37,264.98	45,187.80	39,711.87	40,598.39	
JUL	12,885.26	23,300.18	21,372.90	25,438.55	25,636.45	38,281.50	43,285.25	42,864.19	49,879.60	
AUG	12,587.40	19,863.89	19,647.50	24,063.71	26,154.54	40,281.98	45,621.69	51,288.23	42,407.76	
SEP	7,609.38	10,261.18	14,283.61	11,952.72	14,153.30	29,758.08	26,404.61	23,768.18	28,980.53	
OCT	7,454.44	11,135.87	13,072.55	10,431.02	16,016.62	24,077.41	26,153.50	25,312.32	40,652.53	
NOV	9,312.43	10,406.87	14,523.92	12,003.05	10,526.41	25,835.04	23,108.99	29,180.42	38,521.38	
DEC	18,690.02	14,820.53	18,398.97	15,154.70	34,267.05	44,541.20	42,040.15	52,550.24	47,808.17	
Total	112,978.69	229,369.23	262,872.91	272,106.91	317,177.78	511,887.75	571,476.62	552,253.43	586,692.06	

SOURCE: FLORIDA DEPARTMENT OF REVENUE, PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

MONROE COUNTY DISTRICT V: TOURIST DEVELOPMENT TAX PROCEEDS BY YEAR AND MONTH

MTH	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993
JAN	27,974.70	40,819.22	40,906.04	54,686.80	64,305.03	69,308.03	72,240.05	82,768.50	91,735.11	
FEB	47,866.90	61,731.06	51,615.93	63,592.48	93,368.48	83,552.55	80,041.74	83,778.27	101,678.33	
MAR	49,905.74	50,958.41	57,263.19	64,217.47	92,532.91	84,159.43	88,798.33	98,310.38	109,456.08	
APR	17,793.40	24,004.19	40,885.80	34,516.05	39,654.59	56,913.09	69,276.70	55,040.17	68,404.73	87,463.20
MAY	13,534.57	19,296.94	26,074.90	28,371.13	21,068.49	38,064.65	46,305.59	45,712.20	55,853.27	
JUN	6,943.55	13,847.19	17,781.21	28,174.84	24,476.73	34,841.36	41,317.49	35,381.40	44,018.15	
JUL	9,769.62	13,183.55	29,439.14	28,305.52	33,912.94	33,665.50	38,651.80	40,982.72	52,683.65	
AUG	9,813.63	15,767.67	20,307.48	18,216.29	29,421.66	31,805.24	42,799.16	43,956.54	51,214.82	
SEP	8,511.01	11,302.58	12,038.35	80,554.30	23,289.83	32,026.33	28,959.89	28,176.18	38,285.52	
OCT	11,068.94	13,701.97	19,808.70	19,874.33	28,132.48	29,556.52	29,128.00	30,785.94	51,600.40	
NOV	15,679.88	19,975.89	24,436.37	20,226.57	31,478.69	32,128.72	35,350.11	41,459.75	48,798.74	
DEC	20,925.02	31,213.98	32,140.41	29,808.18	58,020.75	48,745.93	41,411.59	61,932.74	97,528.97	
Total	116,069.62	288,021.30	376,431.05	437,832.37	471,952.91	587,953.76	611,220.34	624,507.74	774,305.40	

SOURCE: FLORIDA DEPARTMENT OF REVENUE. PROVIDED BY THE BUREAU OF ECONOMIC AND BUSINESS RESEARCH, UNIVERSITY OF FLORIDA.

APPENDIX 5: ADDITIONAL SOURCES OF INFORMATION

**ADDITIONAL SOURCES OF INFORMATION CONCERNING
MONROE COUNTY, FLORIDA**

I. US Department of Commerce, Bureau of Census Documents

Census of Retail Trade

Census of Wholesale Trade

Census of Service Industries

Census of Manufacturers

County Business Patterns

County and City Data Book

These documents are available from:

Superintendent of Documents

US Government Printing Office

Washington DC 20402

II. Florida Department of Commerce Documents

Florida County Profile

Florida County Comparisons

Building Permit Activity in Florida

These documents are available from:

Florida Department of Commerce

Division of Economic Development

107 W. Gaines St.

Tallahassee, FL 32399

III. University of Florida, Bureau of Economic and Business Research

Florida Population Studies

Florida Statistical Abstracts

These documents are available from:

Bureau of Economic and Business Research

College of Business Administration

University of Florida

PO Box 117040

Gainesville, FL 32611

IV. Monroe County, Florida Statistical Abstracts

This document is available from:

NSC Corp., Publisher

PO Drawer 2909

Key West, FL 33045