

Regional Economic Activity, January 2024 over January 2023
Taxable Sales by Major Category (\$ Million) and Percentage Change

	Total	Autos & Accessories	Consumer Durables	Tourism & Recreation	Consumer Nondurables	Building Investment	Business Investment	Index of Retail Activity
Cape Coral/Ft. Myers	1915.9	382.5	111.5	447.3	421.7	187.2	365.7	288.5
% change	-2.9%	-13.1%	-15.7%	11.9%	-4.0%	-14.0%	6.0%	-5.7%
Daytona Beach	900.0	202.3	34.8	231.4	220.4	64.5	146.6	220.0
% change	-1.8%	-5.2%	-16.3%	5.0%	-5.3%	-11.6%	8.0%	-3.8%
Ft. Lauderdale	4229.0	929.4	236.9	945.3	1061.3	210.7	845.4	211.4
% change	-1.7%	-5.3%	-6.1%	-0.1%	-1.1%	-10.3%	4.0%	-2.2%
Ft. Walton	366.7	70.2	23.1	90.8	97.3	28.1	57.3	240.3
% change	-7.1%	-18.6%	-4.1%	0.4%	-5.2%	-11.4%	-3.8%	-3.0%
Gainesville	423.5	85.9	13.5	93.0	116.1	49.2	65.8	205.9
% change	1.3%	1.8%	-1.9%	3.3%	-4.8%	5.7%	7.4%	5.7%
Jacksonville	2977.5	609.8	126.8	606.4	762.1	219.8	652.5	230.9
% change	3.1%	2.3%	-8.4%	-1.0%	3.7%	-3.3%	12.6%	0.8%
Miami	6331.4	988.8	378.4	1679.5	1603.9	231.9	1449.0	251.6
% change	1.5%	-5.0%	-0.3%	0.8%	2.0%	0.6%	7.3%	-0.3%
Naples	1352.6	201.6	96.7	450.2	348.6	90.1	165.4	293.9
% change	1.1%	-5.6%	-13.6%	12.1%	-4.8%	-4.0%	10.0%	-4.8%
Ocala	637.2	166.6	26.4	103.4	155.0	61.5	124.3	250.1
% change	-2.1%	-6.3%	-8.6%	6.4%	-2.0%	-12.1%	4.7%	-0.6%
Orlando/Kissimmee	7607.0	1193.6	255.0	2986.5	1503.5	403.4	1265.0	275.1
% change	0.8%	-4.9%	-6.4%	4.3%	-1.9%	-4.0%	5.5%	-1.3%
Palm Bay/Melbourne	955.9	185.4	40.0	215.4	266.6	71.8	176.5	219.2
% change	-1.7%	-4.0%	-13.3%	7.6%	-3.9%	-8.7%	0.1%	-0.1%
Palm Coast	123.8	16.6	4.1	33.8	36.7	11.8	20.9	411.6
% change	-3.9%	-2.8%	-11.7%	0.9%	-3.5%	-11.0%	-6.8%	0.9%
Panama City	409.3	66.3	20.1	101.4	98.4	46.3	76.8	251.3
% change	-0.1%	0.4%	-14.0%	-2.1%	-3.3%	-6.3%	17.3%	-0.4%
Pensacola	728.0	143.4	36.7	154.1	200.5	62.4	130.8	219.2
% change	-3.8%	-6.5%	-3.1%	2.7%	-4.0%	-16.8%	-0.4%	-1.2%
Port St. Lucie/Ft. Pierce	872.2	190.8	51.7	175.3	199.8	84.6	170.1	262.2
% change	-1.7%	1.3%	-12.2%	5.6%	-3.0%	-3.9%	-5.5%	-1.3%
Punta Gorda	403.4	81.3	28.1	85.7	93.8	43.9	70.8	252.8
% change	-0.7%	6.2%	-7.6%	7.6%	-4.9%	-12.9%	0.3%	2.2%
Sarasota/Bradenton	1906.0	370.5	110.4	490.0	433.2	155.5	346.3	254.5
% change	-1.9%	1.4%	-8.4%	0.0%	-3.7%	-0.9%	-3.8%	-1.1%
Sebastian/Vero Beach	294.5	58.2	16.9	68.4	83.8	21.7	45.6	233.2
% change	1.0%	4.6%	-8.1%	-1.6%	-1.3%	-1.9%	11.2%	2.1%
Tallahassee	512.3	100.5	20.1	110.5	142.1	40.0	99.2	174.9
% change	3.1%	3.8%	-20.7%	9.3%	0.3%	-10.0%	13.3%	2.9%
Tampa/St. Petersburg	5896.8	1226.0	281.4	1345.4	1417.1	373.8	1253.1	214.4
% change	-3.5%	-6.2%	-12.2%	-0.4%	-8.5%	-6.2%	5.6%	-3.7%
West Palm Beach	3401.3	529.2	221.0	819.1	944.1	199.7	688.2	221.6
% change	-0.8%	-7.3%	-6.9%	0.6%	2.9%	-0.6%	-0.2%	-0.4%
Winter Haven/Lakeland	1208.6	257.8	34.3	225.2	274.3	103.9	313.1	238.7
% change	2.4%	-4.1%	-15.1%	6.5%	-3.3%	-6.5%	18.4%	-1.1%
STATEWIDE	54547.7	8846.4	2617.0	12329.5	16359.4	3308.5	11086.9	271.7
% change	0.1%	-4.4%	-8.8%	2.7%	-0.6%	-9.6%	8.2%	-0.2%