

Regional Economic Activity, February 2024 over February 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	2024.0	397.0	140.9	489.2	465.1	176.8	355.1	285.7
% change	0.4%	-8.2%	7.7%	17.6%	-1.5%	-16.6%	0.6%	-2.7%
Daytona Beach	959.5	209.6	44.3	257.2	244.1	64.0	140.3	214.9
% change	0.8%	0.4%	0.3%	1.7%	2.2%	-9.1%	2.3%	-1.8%
Ft. Lauderdale	4369.4	904.5	293.7	996.3	1129.1	218.2	827.7	211.4
% change	1.3%	-5.5%	14.5%	2.7%	3.1%	5.1%	0.2%	-1.0%
Ft. Walton	411.0	69.4	31.0	106.1	113.2	31.2	60.2	235.4
% change	-0.9%	-20.4%	18.5%	3.9%	5.2%	0.1%	-0.2%	-2.6%
Gainesville	461.1	91.2	16.9	100.8	128.7	55.4	68.2	206.7
% change	4.8%	-2.9%	12.9%	4.1%	3.5%	18.9%	7.4%	7.0%
Jacksonville	3128.5	644.1	167.3	654.5	811.1	221.3	630.3	232.5
% change	3.4%	4.2%	13.2%	2.2%	5.5%	0.0%	0.0%	2.3%
Miami	6593.1	984.2	502.2	1728.8	1705.9	226.2	1445.9	253.9
% change	4.1%	-3.0%	38.3%	0.6%	5.6%	1.4%	3.4%	1.6%
Naples	1367.6	200.0	120.6	462.6	344.8	80.1	159.5	295.2
% change	2.8%	0.6%	13.3%	15.8%	-12.6%	-5.5%	8.6%	-0.8%
Ocala	660.3	159.3	32.1	107.2	167.5	65.7	128.5	247.0
% change	-0.5%	-9.7%	7.2%	5.0%	5.8%	-0.7%	-1.8%	-0.6%
Orlando/Kissimmee	8149.5	1172.6	395.4	3306.6	1623.0	383.6	1268.3	279.6
% change	6.3%	-2.4%	56.9%	10.2%	4.4%	-9.8%	2.7%	1.3%
Palm Bay/Melbourne	1034.2	203.0	53.3	235.4	290.9	67.0	184.6	221.9
% change	3.2%	5.7%	15.9%	6.8%	-1.6%	-8.6%	5.4%	1.4%
Palm Coast	138.4	17.0	6.4	40.6	41.6	11.5	21.4	419.9
% change	3.3%	-2.1%	33.9%	10.1%	6.3%	-17.0%	-3.0%	3.5%
Panama City	457.8	71.4	25.9	122.9	111.2	46.9	79.6	247.1
% change	4.2%	-0.3%	5.2%	5.4%	2.8%	-6.7%	16.9%	0.4%
Pensacola	802.9	157.7	46.7	167.2	226.4	69.3	135.5	220.9
% change	3.9%	2.7%	17.6%	3.7%	5.5%	-4.8%	3.2%	0.3%
Port St. Lucie/Ft. Pierce	919.5	198.1	69.2	183.5	209.2	80.2	179.2	265.2
% change	3.1%	3.0%	17.4%	4.2%	1.6%	-3.2%	2.2%	1.5%
Punta Gorda	423.0	78.2	35.8	101.1	100.6	40.5	66.8	256.1
% change	3.8%	0.6%	8.0%	24.9%	-0.8%	-9.5%	-3.8%	3.5%
Sarasota/Bradenton	2032.7	368.5	139.8	548.4	485.7	142.7	347.6	257.9
% change	2.5%	1.3%	19.3%	5.6%	6.2%	-4.1%	-7.8%	1.2%
Sebastian/Vero Beach	296.9	55.8	18.9	71.7	87.7	20.8	42.0	228.1
% change	4.7%	5.9%	22.1%	2.7%	3.2%	6.9%	1.8%	2.3%
Tallahassee	545.7	106.9	26.8	113.3	154.8	42.5	101.4	174.5
% change	5.2%	5.3%	15.2%	4.9%	7.5%	3.0%	0.7%	3.6%
Tampa/St. Petersburg	6306.3	1284.1	361.0	1465.3	1595.3	365.4	1235.1	215.7
% change	0.6%	-5.3%	13.4%	4.5%	2.2%	-3.3%	-1.5%	-2.3%
West Palm Beach	3590.4	533.9	253.5	882.2	1009.3	192.5	719.0	224.0
% change	4.8%	-4.2%	16.5%	5.8%	5.4%	3.8%	6.5%	1.2%
Winter Haven/Lakeland	1337.6	351.5	43.0	236.5	296.3	104.1	306.1	241.7
% change	2.4%	-0.2%	-0.2%	6.3%	2.4%	2.5%	3.1%	-0.1%
STATEWIDE	57475.6	9089.6	3504.1	13276.0	17418.2	3244.3	10943.4	273.4
% change	4.4%	-1.9%	28.1%	5.7%	5.8%	-8.1%	4.4%	1.2%