

Regional Economic Activity, October 2023 over October 2022
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	1763.6	372.9	110.2	314.1	409.8	196.8	359.9	302.4
% change	-4.3%	-35.1%	14.7%	16.8%	6.1%	-3.3%	14.6%	-2.1%
Daytona Beach	889.5	209.7	36.7	195.8	241.2	62.6	143.6	218.4
% change	-5.4%	-16.7%	-13.3%	-1.1%	-0.1%	-15.2%	8.1%	-1.7%
Ft. Lauderdale	4161.4	920.4	249.5	800.9	1105.9	235.2	849.5	217.3
% change	-1.4%	-10.4%	-8.3%	-0.7%	2.0%	-0.6%	7.0%	-1.0%
Ft. Walton	482.6	93.8	25.1	144.7	125.5	29.2	64.4	259.6
% change	-2.4%	-2.8%	-8.6%	-2.6%	-0.8%	-10.6%	2.5%	-4.1%
Gainesville	442.9	88.8	13.2	99.6	132.5	43.9	64.9	199.0
% change	-2.5%	2.6%	-9.0%	-1.4%	-5.6%	-9.9%	2.9%	0.8%
Jacksonville	3051.5	609.5	144.2	655.6	801.0	227.5	613.7	228.6
% change	-0.1%	-5.4%	-5.8%	4.3%	-0.4%	-6.1%	5.3%	0.7%
Miami	6079.6	957.5	406.2	1450.5	1595.1	249.6	1420.6	252.2
% change	-0.3%	-13.2%	3.8%	-1.3%	0.7%	-3.2%	9.8%	-0.8%
Naples	1077.4	178.1	101.5	287.2	266.8	92.3	151.6	311.8
% change	-9.6%	-40.0%	8.2%	12.1%	-12.7%	-5.1%	6.3%	1.1%
Ocala	647.3	167.4	30.6	93.5	165.9	61.3	128.7	252.4
% change	0.4%	-5.6%	6.7%	2.3%	3.4%	-5.1%	5.5%	2.1%
Orlando/Kissimmee	7670.1	1173.8	258.5	2897.0	1617.3	418.7	1304.8	267.8
% change	-1.0%	-9.4%	-0.5%	-2.3%	2.4%	-2.5%	7.0%	-0.4%
Palm Bay/Melbourne	965.2	191.9	43.1	189.9	286.1	73.0	181.2	223.5
% change	-1.3%	-4.0%	-4.4%	-1.9%	0.1%	-7.2%	3.7%	0.9%
Palm Coast	126.5	17.1	4.6	31.1	39.2	13.0	21.5	412.9
% change	-3.1%	-10.2%	4.3%	-2.9%	0.1%	-5.0%	-3.2%	1.2%
Panama City	503.4	74.4	24.1	151.8	125.2	49.7	78.4	269.7
% change	1.7%	-1.7%	-4.5%	2.3%	-0.7%	0.1%	11.8%	-1.3%
Pensacola	816.7	150.8	40.9	180.8	229.4	71.6	143.2	232.1
% change	-2.8%	-5.0%	-3.8%	3.7%	-0.9%	-10.3%	-6.4%	-0.5%
Port St. Lucie/Ft. Pierce	840.6	184.2	49.9	149.6	195.1	85.8	176.1	269.9
% change	-3.4%	-10.2%	-20.8%	-3.4%	-0.4%	-2.5%	8.0%	-2.9%
Punta Gorda	368.6	75.6	28.3	57.2	88.4	46.0	73.1	264.9
% change	8.6%	-6.6%	18.0%	3.8%	6.4%	6.8%	37.0%	6.8%
Sarasota/Bradenton	1749.3	349.2	104.6	367.4	428.0	150.6	349.6	260.0
% change	-2.9%	-5.0%	-10.2%	-4.5%	1.5%	-3.6%	-1.4%	4.0%
Sebastian/Vero Beach	281.8	52.9	17.3	69.0	79.5	19.7	43.3	239.5
% change	4.0%	-6.3%	4.3%	16.6%	2.6%	-6.7%	7.9%	1.1%
Tallahassee	558.6	102.2	21.7	128.2	161.0	43.9	101.5	173.7
% change	3.8%	-0.4%	-0.8%	9.9%	3.4%	-13.4%	12.0%	1.0%
Tampa/St. Petersburg	6035.3	1220.7	296.3	1312.5	1573.3	400.2	1232.3	220.6
% change	-2.0%	-12.7%	-7.8%	2.9%	-1.6%	-0.3%	6.3%	-0.1%
West Palm Beach	3194.8	511.5	223.3	686.6	856.4	224.2	692.7	225.0
% change	0.1%	-7.5%	-3.2%	-1.8%	1.5%	6.5%	6.0%	0.4%
Winter Haven/Lakeland	1230.3	264.4	36.8	201.1	295.6	109.9	322.5	249.4
% change	1.3%	-6.3%	-11.6%	1.0%	2.8%	-3.0%	11.1%	2.1%
STATEWIDE	54157.2	8751.6	2793.9	11246.6	16915.3	3486.9	10962.9	271.9
% change	-0.1%	-11.3%	-4.8%	0.3%	3.2%	-6.3%	8.7%	0.2%