

Regional Economic Activity, December 2023 over December 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	2116.4	408.9	127.0	432.8	586.4	174.2	387.0	296.9
% change	-3.6%	-13.8%	-9.3%	11.0%	-2.5%	-21.2%	5.1%	-1.7%
Daytona Beach	1005.4	228.6	45.6	208.0	313.6	59.7	150.0	220.5
% change	-3.0%	-2.5%	-2.5%	0.8%	-6.3%	-16.5%	4.9%	-1.9%
Ft. Lauderdale	4902.5	1021.2	316.6	959.7	1515.8	214.7	874.5	213.3
% change	-1.4%	-6.4%	-5.0%	2.5%	-0.8%	-1.9%	1.1%	-1.5%
Ft. Walton	451.8	91.9	27.5	94.5	145.5	28.6	64.0	247.4
% change	-2.5%	-3.4%	-5.4%	3.8%	-3.3%	-9.9%	-3.4%	-2.2%
Gainesville	480.9	92.3	17.6	96.3	165.1	39.2	70.5	210.5
% change	-3.2%	4.1%	-9.5%	2.6%	-8.4%	-18.7%	5.5%	7.3%
Jacksonville	3530.7	687.6	171.7	709.1	1088.6	225.4	648.3	230.4
% change	1.5%	2.6%	-4.9%	5.4%	-1.7%	0.6%	3.9%	1.5%
Miami	7578.7	1127.9	483.2	1834.7	2418.5	238.1	1476.4	253.2
% change	1.8%	-1.0%	8.9%	3.9%	2.2%	-1.9%	-0.6%	-0.1%
Naples	1375.2	202.8	107.4	413.7	402.1	87.6	161.7	300.6
% change	-3.8%	-14.6%	-11.2%	13.3%	-11.6%	-9.3%	4.7%	-1.9%
Ocala	724.7	169.1	35.1	107.5	216.2	69.0	128.0	251.5
% change	-0.4%	-6.9%	-5.5%	3.3%	-0.8%	0.7%	8.0%	1.6%
Orlando/Kissimmee	8483.0	1284.9	322.6	3036.4	2146.3	375.1	1317.6	275.7
% change	-1.6%	-2.8%	2.0%	-1.2%	-2.4%	-9.0%	1.6%	-0.4%
Palm Bay/Melbourne	1114.1	208.8	50.4	211.5	380.3	70.5	192.7	220.7
% change	-1.4%	-2.2%	-4.3%	2.2%	-3.2%	-7.1%	2.3%	1.6%
Palm Coast	147.2	19.8	5.4	35.9	51.0	11.9	23.1	414.7
% change	-0.2%	14.3%	10.1%	8.0%	-4.7%	-19.3%	-2.5%	3.1%
Panama City	452.5	66.6	26.1	96.6	142.8	40.9	79.5	255.5
% change	0.1%	-4.2%	1.5%	2.6%	-1.8%	-13.1%	13.1%	-0.1%
Pensacola	868.5	152.2	46.8	159.8	300.3	64.6	144.8	221.6
% change	-1.4%	-5.7%	-3.8%	3.5%	-1.4%	-11.2%	4.2%	-1.1%
Port St. Lucie/Ft. Pierce	1016.8	210.7	67.8	207.2	275.1	75.5	180.6	265.9
% change	0.7%	0.8%	-1.0%	16.4%	-4.5%	-7.9%	-1.9%	-0.7%
Punta Gorda	421.3	77.1	38.6	78.3	121.9	40.4	65.1	255.0
% change	-0.4%	1.5%	15.6%	13.2%	-3.3%	-10.6%	-11.1%	7.3%
Sarasota/Bradenton	2068.0	385.1	128.4	456.9	596.6	141.9	359.2	256.8
% change	-2.1%	3.0%	-9.0%	1.7%	-3.0%	-7.3%	-5.4%	3.0%
Sebastian/Vero Beach	357.1	59.2	18.7	103.0	109.5	20.6	46.2	233.6
% change	1.0%	-2.3%	-10.4%	5.7%	-2.4%	4.7%	7.2%	2.6%
Tallahassee	585.1	107.2	27.1	107.7	205.6	40.4	97.1	175.1
% change	-0.7%	3.0%	-11.0%	1.7%	-1.4%	-1.4%	-2.0%	2.7%
Tampa/St. Petersburg	6948.1	1392.8	367.6	1428.4	2095.4	370.7	1293.1	217.7
% change	-1.2%	-2.9%	-5.8%	2.6%	-3.8%	-5.9%	4.0%	-0.7%
West Palm Beach	4055.7	631.6	258.8	865.0	1356.3	196.5	747.5	224.2
% change	-3.3%	0.0%	-6.9%	2.8%	-1.7%	-1.4%	-13.6%	0.8%
Winter Haven/Lakeland	1333.1	285.6	50.1	222.1	380.2	105.6	289.5	243.1
% change	-2.3%	-2.8%	-13.8%	0.7%	-3.1%	-4.8%	0.1%	0.9%
STATEWIDE	64998.2	9738.3	3267.7	12723.6	24411.0	3364.2	11493.4	273.7
% change	-0.9%	-2.9%	-8.0%	2.6%	-0.7%	-7.2%	0.4%	-0.4%