

Regional Economic Activity, March 2024 over March 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	2221.1	463.3	119.9	554.4	517.6	181.6	384.4	284.6
% change	-2.1%	-2.5%	-22.1%	15.4%	1.2%	-27.9%	-2.7%	-0.5%
Daytona Beach	1087.1	254.5	44.0	297.9	278.5	67.4	144.9	215.6
% change	-1.9%	0.2%	-5.4%	3.0%	-1.6%	-17.2%	-6.1%	-1.1%
Ft. Lauderdale	4784.5	1048.0	259.2	1104.2	1250.8	218.7	903.7	213.0
% change	-2.5%	-4.1%	-14.0%	3.4%	-0.5%	-11.1%	-4.3%	-1.1%
Ft. Walton	562.4	121.4	31.9	170.8	137.8	37.4	63.2	243.7
% change	0.1%	13.3%	-18.7%	2.2%	0.0%	-1.5%	-13.2%	-1.9%
Gainesville	492.0	101.1	16.4	113.6	135.8	53.0	72.1	196.0
% change	-5.3%	-4.0%	4.7%	0.7%	-5.4%	-25.2%	1.2%	-1.0%
Jacksonville	3463.3	715.6	155.7	781.1	906.3	242.1	662.4	234.9
% change	-0.5%	0.4%	-9.9%	2.8%	2.4%	-6.8%	-4.3%	2.0%
Miami	7140.3	1113.4	417.9	1963.0	1897.9	236.7	1511.4	257.4
% change	0.3%	-2.3%	2.7%	1.6%	1.2%	-8.0%	0.4%	1.9%
Naples	1478.1	230.5	100.4	498.3	399.7	83.2	165.9	296.4
% change	-0.2%	2.3%	-14.1%	16.1%	-5.8%	-22.2%	-7.0%	0.3%
Ocala	749.8	201.7	32.8	119.3	189.2	71.7	135.0	248.2
% change	-1.9%	0.2%	-6.6%	1.8%	-0.1%	-8.1%	-5.7%	-1.2%
Orlando/Kissimmee	8959.1	1374.6	261.9	3753.4	1776.9	422.8	1369.4	280.1
% change	0.2%	-2.0%	-4.9%	4.5%	0.7%	-12.3%	-4.1%	2.1%
Palm Bay/Melbourne	1135.8	222.7	48.1	263.4	333.5	74.3	193.7	224.2
% change	-2.0%	1.2%	-10.9%	1.4%	-1.9%	-15.2%	-1.7%	0.0%
Palm Coast	153.1	19.8	4.6	47.5	44.4	14.2	22.7	420.3
% change	-3.2%	-4.4%	-11.5%	4.3%	-3.3%	-9.6%	-9.7%	1.8%
Panama City	577.0	82.8	28.9	194.2	140.9	52.6	77.5	249.8
% change	0.5%	0.9%	-10.5%	4.3%	1.5%	-9.5%	0.9%	0.3%
Pensacola	922.6	170.9	46.1	222.7	255.1	79.6	148.1	224.3
% change	-1.9%	-2.8%	-10.3%	6.0%	1.0%	-14.3%	-5.6%	0.4%
Port St. Lucie/Ft. Pierce	1004.0	218.8	64.5	214.1	235.1	80.1	191.4	267.7
% change	-2.5%	-0.7%	-4.8%	1.7%	0.7%	-15.7%	-5.7%	1.6%
Punta Gorda	452.4	86.5	32.2	104.9	114.3	42.2	72.3	259.7
% change	-3.1%	-4.8%	-12.2%	14.8%	-1.3%	-19.1%	-9.8%	3.4%
Sarasota/Bradenton	2287.3	429.2	121.5	658.7	551.2	153.2	373.6	261.8
% change	0.6%	1.1%	-9.6%	8.4%	3.0%	-10.1%	-7.0%	1.8%
Sebastian/Vero Beach	329.4	67.3	17.5	80.1	97.2	21.2	46.1	229.6
% change	1.2%	10.0%	-9.7%	0.2%	-0.2%	-6.2%	2.4%	1.5%
Tallahassee	583.6	119.1	22.6	122.3	169.0	51.0	99.6	174.7
% change	-0.7%	-1.7%	-7.0%	-0.5%	2.6%	2.7%	-4.8%	2.2%
Tampa/St. Petersburg	6916.4	1438.9	324.8	1711.9	1746.8	401.7	1292.3	217.5
% change	-3.4%	-7.1%	-9.9%	3.2%	-2.8%	-13.2%	-2.9%	-2.3%
West Palm Beach	3902.4	613.4	227.2	971.0	1143.1	197.7	749.9	225.2
% change	-1.5%	-1.4%	-9.4%	4.5%	3.4%	-31.5%	-1.9%	1.1%
Winter Haven/Lakeland	1368.7	294.9	39.6	275.1	315.9	116.7	326.4	240.6
% change	-2.0%	-6.2%	-9.8%	1.5%	-3.4%	-5.2%	2.9%	-1.3%
STATEWIDE	63278.2	10256.9	2837.7	15370.7	19614.1	3508.5	11690.2	275.5
% change	-0.6%	-2.2%	-10.5%	4.3%	0.5%	-12.8%	-0.5%	1.6%