

Regional Economic Activity, May 2024 over May 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	1803.0	385.6	99.5	352.2	419.8	168.5	377.3	290.0
% change	-5.2%	-6.0%	-13.4%	2.0%	-3.2%	-23.0%	-0.3%	0.2%
Daytona Beach	969.8	230.6	38.8	230.5	262.5	65.9	141.5	219.5
% change	-0.1%	4.0%	-12.8%	0.6%	2.8%	-5.6%	-5.6%	-0.4%
Ft. Lauderdale	4332.7	982.0	263.6	867.2	1126.8	225.0	868.0	218.3
% change	-0.9%	-2.5%	-1.0%	1.1%	-1.4%	-3.1%	0.5%	-0.8%
Ft. Walton	568.7	89.5	33.9	202.1	139.5	34.3	69.5	255.6
% change	-1.8%	-15.8%	8.7%	4.1%	-0.1%	-4.0%	-3.7%	-1.6%
Gainesville	450.0	95.1	15.2	102.5	129.9	38.5	68.9	203.7
% change	-0.7%	-1.6%	-3.2%	4.5%	-1.2%	-16.0%	5.3%	-1.8%
Jacksonville	3293.4	682.4	146.9	687.4	869.5	237.8	669.4	238.3
% change	3.8%	3.8%	-6.1%	0.7%	7.6%	0.8%	5.6%	2.7%
Miami	6496.9	1041.2	412.6	1590.5	1756.0	235.6	1461.0	262.2
% change	0.2%	-1.6%	10.2%	-0.1%	-0.2%	-1.7%	0.0%	1.5%
Naples	1065.5	189.7	87.9	272.3	285.7	70.9	159.1	297.6
% change	-4.0%	-1.8%	-5.0%	9.8%	-11.8%	-26.5%	2.1%	0.2%
Ocala	675.7	178.6	31.5	97.3	173.3	68.7	126.3	254.3
% change	-0.2%	-5.3%	2.6%	-1.3%	4.4%	3.8%	-0.7%	0.0%
Orlando/Kissimmee	7793.1	1296.0	249.2	2879.4	1638.5	401.3	1328.8	280.3
% change	1.2%	2.6%	-3.4%	3.3%	-1.1%	-6.2%	1.4%	1.5%
Palm Bay/Melbourne	1019.8	210.5	45.1	215.8	292.7	72.6	183.0	229.0
% change	-1.5%	1.0%	-10.4%	3.1%	-1.6%	-2.9%	-6.0%	0.6%
Palm Coast	139.8	19.6	4.7	37.5	41.0	13.1	23.9	432.3
% change	2.3%	-0.6%	-1.0%	0.7%	3.4%	-3.1%	10.0%	2.3%
Panama City	599.1	81.1	25.4	218.0	143.3	51.2	80.1	262.1
% change	1.1%	1.9%	-3.6%	2.1%	-1.7%	-2.5%	7.0%	0.6%
Pensacola	921.1	168.7	44.6	230.2	247.2	74.1	156.4	234.6
% change	1.7%	2.6%	-3.0%	4.3%	-0.8%	-5.7%	6.7%	1.7%
Port St. Lucie/Ft. Pierce	895.5	204.5	57.9	155.7	207.8	78.7	190.9	271.0
% change	0.4%	2.8%	-11.8%	1.5%	0.6%	-5.7%	3.8%	1.3%
Punta Gorda	381.9	79.8	28.2	75.4	92.1	39.7	66.7	270.5
% change	-2.7%	-2.8%	-8.8%	22.8%	-3.4%	-16.7%	-11.2%	3.6%
Sarasota/Bradenton	1908.9	397.2	117.2	421.0	462.5	142.8	368.2	270.1
% change	1.4%	4.6%	-1.2%	4.6%	2.1%	-5.3%	-2.3%	2.8%
Sebastian/Vero Beach	287.7	70.1	15.8	57.1	80.2	19.9	44.7	236.6
% change	5.0%	23.0%	-1.9%	4.0%	-1.4%	-1.4%	-0.1%	2.8%
Tallahassee	556.6	122.7	21.5	115.2	155.1	42.3	99.7	181.3
% change	2.4%	14.8%	-7.2%	2.5%	-0.6%	-8.0%	0.7%	2.8%
Tampa/St. Petersburg	6359.3	1381.4	301.7	1362.8	1662.3	380.1	1270.9	222.8
% change	-2.4%	-4.4%	-8.3%	0.5%	-0.1%	-6.3%	-3.2%	-1.8%
West Palm Beach	3328.9	594.5	213.9	700.0	938.3	195.5	686.6	230.3
% change	-0.3%	2.8%	-5.2%	1.6%	1.8%	-6.4%	-4.1%	1.8%
Winter Haven/Lakeland	1272.4	317.5	36.9	207.0	295.3	106.0	309.7	252.8
% change	-0.2%	-0.9%	-2.9%	-0.6%	1.5%	-9.8%	3.3%	1.2%
STATEWIDE	57221.5	9650.8	2709.1	12076.8	18180.5	3332.6	11271.5	277.2
% change	2.2%	0.1%	-3.0%	2.5%	4.7%	-5.4%	3.3%	0.9%