

Regional Economic Activity, July 2024 over July 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	1641.2	341.9	92.1	315.6	376.4	157.4	357.8	292.2
% change	-1.6%	0.8%	-5.7%	2.9%	0.4%	-26.8%	6.7%	-1.4%
Daytona Beach	922.9	212.4	38.3	226.0	245.6	61.7	139.0	220.0
% change	-4.1%	-0.9%	-0.5%	-3.6%	-0.7%	-29.2%	-1.2%	-1.6%
Ft. Lauderdale	4090.0	936.1	244.8	762.3	1056.1	234.3	856.4	214.2
% change	-0.5%	-2.5%	-1.0%	-3.4%	-1.3%	-2.5%	6.7%	-2.2%
Ft. Walton	712.4	147.9	31.2	274.0	152.7	33.8	72.9	261.1
% change	0.4%	38.8%	-4.7%	-7.9%	-1.1%	-27.5%	1.2%	-1.7%
Gainesville	426.2	99.8	15.8	87.3	118.7	37.7	66.9	200.6
% change	-2.5%	2.8%	9.1%	0.2%	-1.4%	-32.2%	6.7%	-1.6%
Jacksonville	3135.2	648.2	141.9	638.9	827.2	234.0	645.0	233.3
% change	1.1%	0.9%	-3.5%	-5.3%	6.7%	-11.7%	8.3%	2.3%
Miami	6066.2	1015.4	432.1	1324.5	1596.8	252.4	1445.0	256.4
% change	1.9%	2.1%	18.1%	-9.8%	1.8%	1.4%	10.5%	0.8%
Naples	922.9	163.3	79.9	227.0	223.6	76.1	153.0	292.6
% change	-4.8%	7.2%	-2.0%	-3.2%	-17.7%	-19.1%	12.8%	-5.8%
Ocala	650.4	168.2	30.5	90.7	159.2	70.0	131.8	254.6
% change	-0.6%	-3.4%	3.1%	-2.8%	3.0%	-5.2%	2.4%	-0.3%
Orlando/Kissimmee	7501.5	1226.5	263.5	2786.0	1554.2	388.0	1283.3	266.4
% change	-1.2%	0.3%	4.0%	-1.3%	-0.8%	-18.2%	2.6%	-1.4%
Palm Bay/Melbourne	1000.3	202.1	43.2	208.5	286.7	73.8	186.0	224.0
% change	-2.8%	0.7%	-8.2%	-0.3%	-2.5%	-21.9%	1.3%	-0.9%
Palm Coast	133.8	17.5	4.4	36.1	39.1	12.5	24.1	418.8
% change	-6.1%	-0.9%	2.5%	-10.6%	-2.6%	-25.2%	4.2%	-0.5%
Panama City	689.0	85.0	25.5	291.5	158.2	48.3	80.5	268.3
% change	-7.2%	-0.1%	1.4%	-12.1%	-4.2%	-20.6%	7.5%	-1.7%
Pensacola	935.9	166.7	49.0	258.6	242.6	69.2	149.7	236.8
% change	-3.9%	-0.4%	6.9%	-6.2%	-2.6%	-25.4%	5.1%	0.3%
Port St. Lucie/Ft. Pierce	834.9	182.9	51.8	154.1	191.4	82.4	172.4	271.5
% change	-0.9%	-0.3%	-7.6%	-3.2%	-0.8%	-9.4%	8.1%	-0.1%
Punta Gorda	358.5	70.2	26.0	73.3	83.0	39.6	66.4	272.1
% change	-0.5%	-3.7%	-9.1%	26.0%	-5.8%	-19.9%	5.3%	1.8%
Sarasota/Bradenton	1763.2	359.0	101.4	395.6	415.8	143.4	348.0	268.3
% change	-0.1%	2.5%	-2.0%	-2.8%	0.3%	-14.7%	7.9%	0.7%
Sebastian/Vero Beach	248.4	51.4	15.0	49.6	70.6	19.6	42.1	233.0
% change	-7.4%	-2.1%	10.9%	-21.3%	-5.3%	-16.3%	2.9%	-1.2%
Tallahassee	519.0	103.2	23.1	99.2	149.0	43.8	100.7	177.1
% change	0.4%	-4.6%	6.8%	1.1%	3.9%	-14.6%	6.7%	2.0%
Tampa/St. Petersburg	5911.1	1236.2	298.1	1265.1	1489.6	392.1	1230.0	217.9
% change	-3.4%	-4.1%	-3.5%	-3.6%	-5.1%	-15.8%	5.0%	-3.4%
West Palm Beach	3036.2	511.4	205.4	629.9	811.4	211.7	666.3	226.8
% change	1.6%	-4.0%	2.1%	1.8%	2.9%	-1.8%	5.7%	-0.1%
Winter Haven/Lakeland	1226.6	258.1	37.2	222.5	288.7	107.6	312.4	251.0
% change	2.9%	-7.9%	3.2%	17.7%	0.8%	-23.0%	19.8%	1.9%
STATEWIDE	54588.3	9040.5	2670.2	11444.0	17124.5	3349.2	10959.9	275.0
% change	1.6%	0.1%	2.3%	-3.6%	5.5%	-14.6%	9.1%	1.1%