

Regional Economic Activity, August 2024 over August 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 | 1599.2 | 353.1 | 82.3 | 299.2 | 352.9 | 150.4 | 361.1 | 292.7 |
| % change | -2.9% | -5.2% | -16.2% | 4.2% | -3.1% | -14.6% | 3.7% | -2.1% |
| Daytona Beach | 883.8 | 223.3 | 37.1 | 211.3 | 223.1 | 55.5 | 133.5 | 219.3 |
| % change | -0.9% | 5.9% | -4.7% | 2.0% | -0.2% | -13.7% | -9.2% | 0.1% |
| Ft. Lauderdale | 3977.7 | 992.7 | 224.7 | 732.6 | 996.8 | 201.5 | 829.3 | 211.0 |
| % change | -3.0% | 0.1% | -11.8% | -1.8% | -3.9% | -7.0% | -2.8% | -2.4% |
| Ft. Walton | 537.2 | 99.8 | 29.7 | 182.4 | 127.7 | 30.9 | 66.6 | 261.4 |
| % change | -1.4% | -4.4% | 12.1% | 3.1% | 1.2% | -6.8% | -14.0% | 0.2% |
| Gainesville | 448.7 | 99.9 | 14.8 | 102.2 | 126.5 | 36.4 | 68.8 | 200.0 |
| % change | 2.2% | 5.0% | -3.1% | 4.3% | 3.4% | -13.4% | 4.2% | 1.0% |
| Jacksonville | 3018.5 | 665.8 | 130.2 | 616.4 | 782.2 | 208.6 | 615.4 | 230.8 |
| % change | 0.8% | 4.6% | -10.7% | 3.1% | 2.2% | -11.0% | 0.0% | 2.5% |
| Miami | 5939.6 | 1089.1 | 399.7 | 1304.0 | 1501.8 | 223.0 | 1422.0 | 252.6 |
| % change | 0.5% | 4.5% | 9.8% | -4.1% | -1.7% | -1.6% | 2.3% | 0.6% |
| Naples | 921.1 | 166.2 | 83.4 | 224.9 | 220.8 | 77.2 | 148.7 | 294.2 |
| % change | -4.0% | -3.3% | 0.7% | 6.7% | -14.9% | -13.8% | 2.7% | -6.3% |
| Ocala | 628.9 | 170.8 | 28.7 | 90.2 | 150.9 | 63.5 | 124.8 | 252.2 |
| % change | 1.9% | 0.0% | -1.3% | 6.9% | 4.0% | 13.6% | -5.5% | 0.1% |
| Orlando/Kissimmee | 7409.0 | 1270.8 | 231.8 | 2558.9 | 1434.6 | 376.2 | 1536.8 | 263.6 |
| % change | 3.6% | 1.2% | -6.1% | 3.4% | -2.1% | -11.1% | 19.7% | 0.2% |
| Palm Bay/Melbourne | 974.4 | 209.6 | 45.0 | 198.3 | 265.9 | 67.2 | 188.4 | 222.4 |
| % change | 1.8% | -0.3% | 3.3% | 4.6% | 0.8% | -5.9% | 5.7% | -0.4% |
| Palm Coast | 144.1 | 19.4 | 4.4 | 51.8 | 35.8 | 11.8 | 20.9 | 434.1 |
| % change | 13.5% | 0.9% | 2.6% | 62.6% | 1.9% | -16.7% | -6.4% | 4.7% |
| Panama City | 555.2 | 80.6 | 23.7 | 190.6 | 129.8 | 48.0 | 82.4 | 268.7 |
| % change | 1.3% | -0.8% | -2.9% | 5.5% | 1.0% | -8.4% | 2.4% | -0.4% |
| Pensacola | 864.4 | 169.5 | 41.4 | 202.1 | 226.4 | 70.2 | 154.8 | 235.0 |
| % change | -0.9% | -2.7% | -4.8% | 3.0% | 0.9% | -16.4% | 3.2% | 0.5% |
| Port St. Lucie/Ft. Pierce | 849.2 | 199.9 | 51.7 | 161.0 | 179.0 | 76.2 | 181.3 | 271.9 |
| % change | 1.1% | 3.4% | 0.2% | 5.3% | 2.1% | -7.3% | -1.5% | 0.6% |
| Punta Gorda | 322.9 | 69.6 | 21.3 | 59.2 | 75.5 | 35.4 | 61.9 | 268.4 |
| % change | -3.6% | 1.4% | -22.1% | 22.0% | -3.7% | -17.2% | -10.5% | 1.1% |
| Sarasota/Bradenton | 1685.6 | 389.8 | 102.9 | 343.9 | 384.3 | 133.6 | 331.1 | 268.0 |
| % change | 4.1% | 15.8% | 6.0% | 2.6% | 2.5% | -1.0% | -2.8% | 2.6% |
| Sebastian/Vero Beach | 261.0 | 55.3 | 13.6 | 56.7 | 65.5 | 17.1 | 52.8 | 233.4 |
| % change | 1.7% | -2.7% | -3.6% | 20.5% | -0.2% | -1.5% | -5.2% | 0.2% |
| Tallahassee | 549.0 | 117.6 | 21.1 | 111.6 | 156.0 | 42.9 | 99.9 | 176.2 |
| % change | 5.0% | 11.0% | -4.8% | 5.5% | 5.5% | 0.6% | 1.2% | 3.4% |
| Tampa/St. Petersburg | 5781.9 | 1334.9 | 275.8 | 1177.9 | 1408.5 | 359.3 | 1225.5 | 215.2 |
| % change | -0.9% | 4.1% | -5.0% | -1.0% | -4.2% | -5.0% | 0.1% | -2.6% |
| West Palm Beach | 3048.0 | 553.1 | 193.3 | 662.9 | 771.6 | 195.6 | 671.5 | 226.0 |
| % change | -0.2% | 3.2% | -7.5% | 1.6% | 1.4% | -1.9% | -3.8% | 0.1% |
| Winter Haven/Lakeland | 1165.5 | 291.0 | 37.4 | 190.2 | 266.9 | 91.5 | 288.5 | 246.5 |
| % change | -3.6% | 3.7% | 8.4% | -14.8% | -1.4% | -15.2% | -1.3% | -0.3% |
| STATEWIDE | 52657.4 | 9482.3 | 2496.5 | 10569.5 | 15876.0 | 3135.6 | 11097.5 | 270.1 |
| % change | 2.3% | 3.0% | -2.9% | 1.5% | 3.6% | -6.4% | 4.6% | 1.1% |