

Regional Economic Activity, October 2024 over October 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	1645.8	358.0	92.1	292.6	388.4	166.2	348.5	291.2
% change	-6.7%	-4.0%	-16.4%	-6.8%	-5.2%	-15.5%	-3.2%	-3.7%
Daytona Beach	859.7	216.7	32.9	181.6	236.2	63.5	128.9	214.1
% change	-3.3%	3.3%	-10.2%	-7.3%	-2.1%	1.5%	-10.2%	-2.0%
Ft. Lauderdale	4062.9	870.4	236.7	794.5	1068.8	226.4	866.0	209.4
% change	-2.4%	-5.4%	-5.1%	-0.8%	-3.4%	-3.7%	1.9%	-3.6%
Ft. Walton	502.6	112.9	24.0	141.1	125.7	33.1	65.8	261.0
% change	4.1%	20.3%	-4.2%	-2.4%	0.2%	13.3%	2.1%	0.7%
Gainesville	455.8	94.7	12.8	110.9	136.4	37.9	63.3	200.0
% change	2.9%	6.6%	-3.0%	11.3%	2.9%	-13.8%	-2.4%	0.3%
Jacksonville	3134.6	641.9	137.3	650.6	859.8	222.3	622.9	232.4
% change	2.7%	5.3%	-4.8%	-0.8%	7.3%	-2.3%	1.5%	1.7%
Miami	6321.3	973.0	438.9	1490.5	1621.9	255.3	1541.7	253.6
% change	4.0%	1.6%	8.1%	2.8%	1.7%	2.3%	8.5%	0.6%
Naples	1022.4	170.5	89.4	284.7	248.4	81.9	147.5	291.3
% change	-5.1%	-4.2%	-11.9%	-0.9%	-6.9%	-11.2%	-2.7%	-6.4%
Ocala	671.9	171.5	26.3	102.5	171.2	70.5	129.9	252.9
% change	3.8%	2.5%	-13.9%	9.6%	3.2%	15.0%	1.0%	0.2%
Orlando/Kissimmee	7785.9	1150.6	247.9	2813.5	1639.3	386.4	1548.3	266.0
% change	1.5%	-2.0%	-4.1%	-2.9%	1.4%	-7.7%	18.7%	-0.8%
Palm Bay/Melbourne	965.7	192.6	40.6	193.1	276.1	74.6	188.7	221.3
% change	0.1%	0.4%	-5.7%	1.7%	-3.5%	2.1%	4.2%	-1.0%
Palm Coast	129.3	18.0	4.1	33.4	40.3	13.6	19.8	434.2
% change	2.2%	5.5%	-10.4%	7.5%	2.9%	4.6%	-7.8%	5.2%
Panama City	500.6	78.2	22.7	144.2	123.4	53.1	79.2	258.7
% change	-0.6%	5.1%	-5.8%	-5.0%	-1.4%	6.9%	1.1%	-3.9%
Pensacola	846.4	164.1	41.1	188.6	231.8	70.1	150.6	231.4
% change	3.6%	8.8%	0.7%	4.3%	1.0%	-2.1%	5.2%	-0.1%
Port St. Lucie/Ft. Pierce	842.2	187.0	53.2	163.3	196.5	80.6	161.7	273.4
% change	0.2%	1.5%	6.6%	9.2%	0.7%	-6.1%	-8.1%	1.4%
Punta Gorda	356.8	86.6	24.9	53.0	84.7	46.0	61.6	260.8
% change	-3.2%	14.6%	-12.0%	-7.3%	-4.3%	0.1%	-15.8%	-1.4%
Sarasota/Bradenton	1765.9	413.1	96.9	328.1	402.7	172.0	353.0	258.0
% change	0.9%	18.3%	-7.3%	-10.7%	-5.9%	14.3%	1.0%	-0.7%
Sebastian/Vero Beach	281.9	52.5	17.5	68.9	76.6	21.3	45.2	231.9
% change	0.1%	-0.8%	0.8%	-0.2%	-3.7%	8.3%	4.3%	-3.0%
Tallahassee	577.6	116.5	23.7	124.0	163.7	46.5	103.1	176.1
% change	3.4%	14.0%	9.3%	-3.3%	1.7%	5.9%	1.5%	1.4%
Tampa/St. Petersburg	6344.4	1587.9	283.1	1238.9	1539.6	493.1	1201.8	214.7
% change	5.1%	30.1%	-4.5%	-5.6%	-2.1%	23.2%	-2.5%	-2.6%
West Palm Beach	3180.1	515.7	214.8	673.1	870.8	220.5	685.3	224.6
% change	-0.5%	0.8%	-3.8%	-2.0%	1.7%	-1.7%	-1.1%	-0.2%
Winter Haven/Lakeland	1216.2	268.0	34.1	194.9	295.2	107.7	316.4	243.2
% change	-1.1%	1.4%	-7.4%	-3.1%	-0.1%	-2.0%	-1.9%	-2.4%
STATEWIDE	55773.4	9313.9	2705.9	11043.0	17520.6	3590.2	11599.8	273.6
% change	3.0%	6.4%	-3.1%	-1.8%	3.6%	3.0%	5.8%	0.6%